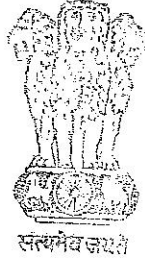


# **The Tripura Advertisement Policy Rules,1998**



TRIPURA



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PART-I—Orders and Notifications by the Government of Tripura, the High Court, Government Treasury etc.

GOVERNMENT OF TRIPURA  
DEPARTMENT OF INFORMATION, CULTURAL AFFAIRS & TOURISM  
No. F. 65(166)-ICAT/83/Advt. Dated, Agartala, the 23rd October, 1998.

## NOTIFICATION

Subject:—Advertisement Policy of the Government of Tripura.

This is in supersession of the previous advertisement policy and amendments thereof.

Short title and commencements :—

- (i) These rules may be called the Tripura Advertisement Policy Rules, 1998.
  - (ii) They shall come into force with effect from 1.12.1998.
2. All classified & display advertisements of the Government of Tripura will be issued by the Director of Information, Cultural Affairs & Tourism, Govt. of Tripura, Agartala. The Director of information, Cultural Affairs & Tourism will issue advertisement only to newspapers/magazines/periodicals enlisted with the Directorate of Information, Cultural Affairs & Tourism, Govt. of Tripura.
  3. The primary objective of Government advertisement is to secure the widest possible coverage of the content of the advertisement. Political affiliations will not be taken into account in placing Government advertisement to newspapers/magazines/periodicals. Govt. of Tripura reserves the absolute right to select the medium of vehicle for publication of its advertisements.
  4. Advertisement will not be issued, however, to newspapers, magazines and periodicals which violate norms of journalistic code of conduct as prescribed by the Press Council of India and if any newspaper is censored by Press Council of India it will not be given government advertisement for a period of three (3) months. If a

newspaper is censored by the Press Council of India twice in a period of two (2) years State Government shall stop giving advertisement for a period of 6 (six) months and it will be the total discretion of the state government to issue any government advertisement to such newspaper. Government will stop issuing advertisement to such newspaper which will continue to do so, even after the above measures, State Government shall not release advertisements to newspapers and periodicals which incite communal feelings or preach violence or offend socially accepted convention of public decency and morals.

5. The government of Tripura as far as practicable, aims at reasonable distribution of advertisement keeping the above rules in view, while the recipients of such government advertisement should not take advertisement as a measure of financial assistance. The Government of Tripura will, however, try to ensure that the small newspapers/literary magazines/minority language newspapers get sufficient scope for development.

6. In selecting newspapers for issuing Govt. advertisement, due regard will be given to the following factors:—

1. Paid circulation.
2. Number of pages.
3. Size of the newspaper with net print area.
4. Periodicity.
5. Length of publication.
6. Production standard, publication and mode of printing.
7. Class of Readership.
8. Adherence to accepted standard of Journalistic ethics.
9. Regularity in publication.
10. Man power in Newspaper establishment.

Eligibility for advertisement:—

In order to be eligible for receiving Government advertisement following conditions should be fulfilled:—

- \* The newspaper concerned must be registered with R.N.I.
- \* Daily newspapers can be enlisted only after three (3) months of regular and continuous publication and in case of weeklies and Bi-weeklies newspapers only after six (6) months of regular and continuous publication. Magazines of periodicity of one month or less only after 6 (six) regular and continuous publication, and for others after one year of regular and continuous publication.
- \* Each such Newspapers must have authorised sale agents at all Districts, Sub-Divisions and Block Head Quarters of the State.
- \* In order to be eligible for State Government Advertisement, minimum paid circulation of newspapers of different periodicity required to be as follows:
 

* Dailies :	2000 copies
* Weeklies :	1000 copies
* Other periodicals :	500 copies

\* In order to get Govt. Advertisement in the successive year, the newspaper concerned has to bring out publication of minimum prescribed number of issues in preceding calendar year. The minimum prescribed number of issues for different category of newspapers will be as follows;

* Dailies	345 issues (Daily means which publishes seven issues in a week i.e. publication on all the days of a week).
* Weeklies	45 issues
* Bi-Weeklies	23 issues
* Monthlies	11 issues
* Bi-Monthlies	5 issues
* Quarterly	3 issues

Newspapers and journals which don't devote at least 60% of the printed space in every issue to reading and other non-advertisement materials will not be eligible for receiving govt. advertisement.

\* If any newspaper fails to maintain the production standard, standard of size as registered with R.N.I. or reduces the page number or goes out of circulation continuously for a month in case of daily and three months in case of weekly, it shall cease its right to get government advertisement whatsoever. The said newspaper will earn its entitlement to receive government advertisement only when it fulfils all conditions as applied to the newly published newspaper.

\* Up to date Circulation of newspapers should be assessed periodically, for which concerning Newspaper Publishers should submit quarterly statement as per prescribed format and with certificate issued by the A.B.C. to the Director, Information, Cultural Affairs & Tourism, Govt. of Tripura. Government reserves the right to verify the circulation by designated Government officials not below the rank of District Magistrate.

The advertisement rates for issue of advertisement to all categories of newspapers/periodicals/magazine shall be fixed by the Government and may be revised from time to time as felt necessary keeping in conformity with the resource limitation of the State Govt. Those newspapers willing to publish government advertisement will do so at the government prescribed rate and if any newspaper does not accept the State government approved rate it will not be considered for issue of any government advertisement. State Govt. will fix up the rates for its advertisements independently keeping in consonance with the resource position of the state and it has got no relations with the advertisement rates of any other organisations or other Govt. including Union Govt. etc. All newspapers willing to receive govt. advertisement will have to give their consent about the govt. prescribed rate to the Director, Information, Cultural Affairs & Tourism, Govt. of Tripura, in writing as and where required.

Newspapers/periodicals shall be enlisted in different categories namely 'A-1', 'A', 'B' and 'C'. Any newspaper(s)/periodical(s) which will be enlisted for the first

time will be enlisted in 'C' category. If the newspaper/periodical satisfies the criteria laid down in this policy for 'C' category status, Director, Information, Cultural Affairs & Tourism, Govt. of Tripura, will be competent to enlist such newspaper/periodical in 'C' category. However, for subsequent upgradation of category the proposal will be processed by the Director, Information, Cultural Affairs & Tourism, Govt. of Tripura and placed before the State Govt. for consideration on the recommendation of the review committee to be constituted by the State Govt. with the following persons.

1. Secretary, ICAT
2. Labour Commissioner
3. Director, ICAT
4. One Senior Journalist, and
5. Concerned officer of the ICAT Deptt.

#### Eligibility Criteria for Category 'A-1'

1. Only daily newspapers will be eligible for this categorisation. (Daily newspaper means which publishes seven issues in a week).
2. Minimum size of newspaper should not be less than 45 cm×7 standard col. width or equivalent print space.
3. The newspapers must have at least 6(Six) pages printed in off-set process. It must have paid circulation of more than 10,000 copies.
4. It must have authorised sales agents in all District Head quarters, at least 75% of sub-divisional Head quarters and 50% of Block Head quarters.
5. If any newspaper goes out of publication continuously for more than a month, it will be down graded to 'B' category for a minimum period of two months.

#### Eligibility criteria for category 'A'

1. Only daily newspapers will be eligible for this categorisation. (Daily newspaper means which publishes seven issues in a week).
  2. Minimum size of newspaper should not be less than 45 cm×7 standard col. width or equivalent print space.
  3. The Newspaper must have at least 4 pages.
  4. It must have paid circulation of more than 8000 copies.
  5. It must have authorised sales agents in all District Head quarters, at least 75% of sub-divisional Head quarters and 50% of Block Head quarters.
- If any newspaper goes out of publication continuously for more than a month, it will be down graded to 'B' category for a minimum period of two months.

#### Eligibility criteria for category 'B'

1. Daily as well as weekly newspapers will be eligible for this categorisation if the following condition are fulfilled :—
  - (a) The paper must have size of 35 cm×5 standard col. width or equivalent print space and should have minimum 4 pages.

- (b) The circulation of newspapers must be at least 5000 copies.
- (c) The paper must have authorised distribution agents in all District Head Quarter, at least 50% of Sub-divisional Head quarter and 25% of Block Head quarter.
- (d) The weekly and other periodical newspapers must have sales agents in all District Head quarters and at least 40% of Sub-divisional Head- quarters. Other criteria laid down for 'B' category Dailies will also be applicable to weeklies and other periodicals of this category.

Eligibility criteria for category 'C'.

1. Daily newspapers must have size of 30 cm×4 standard col. width and minimum 4 pages.
2. Circulation not less than 2000 copies.
3. Must have authorised sales agents at least in all District Head quarters.
4. For weekly/Bi-weekly newspaper, size must have 30 cm×4 standard col. width and minimum 4 pages.
5. Daily/weekly newspapers as brought out in minority languages of Tripura will fall under category 'C' with minimum 500 copies of circulation, irrespective of distribution outlets.

For equitable distribution of classified advertisements to newspapers following principles will be followed:—

Irrespective of number of newspapers in a particular category at any point of time it will be ensured that each 'A-1' category newspaper shall get one and a half time than that of 'A' category newspaper. Each 'A' category newspaper shall get at least twice the advertisement than that of 'C' category newspaper and each 'B' category newspaper shall receive 1.5 time the advertisement received by 'C' category newspaper. The weekly newspapers will get the weightage of 1/6th of corresponding category of daily newspapers.

The matter of advertisement will be forwarded by the Advertising Department to the Director, Information, Cultural affairs & Tourism, Govt. of Tripura sufficiently ahead of time (at least two weeks) together with 5 (five) distinct copies of each of the advertisements for local newspapers and additional one copy for each of outside newspapers. The Publisher concerned have to send one copy of his paper to the Advertising Department and one copy to the Director, Information, Cultural Affairs & Tourism, Govt. of Tripura on the same day of publication of an advertisement, free of cost, for record and for scrutiny of publication of the advertisement in proper order. In case of incorrect publication, the Publisher concerned will be liable to publish the said advertisement correctly in his next issue free of cost.

Every classified advertisement will be normally issued to 4 (four) newspapers simultaneously including daily, weekly and bi-weekly as far as practicable. Rates of classified advertisement will be fixed by the State Govt. keeping in view the resource position of the State Government and accordingly Director, Information, Cultural Affairs & Tourism will go for rate contract with the newspapers/periodicals. Those who are agreeable to the rate fixed by the State Govt. will be given Govt. advertisement for publication.

Advertisement to Newspapers published outside the State.

In case of publication of advertisement in outside newspapers Advertising Deptt. shall have the liberty to indicate their choice regarding newspapers. State Govt. advertisement will be issued as per rates fixed by the concerned newspaper.

The rate of classified advertisement in Newspapers per column centimetre shall as follows :—

- |                      |   |
|----------------------|---|
| a) Category 'A-1' :— | It should be on offset print. The rate per column cm. shall be Rs. 30/-.  |
| b) Category 'A' :—   | The rate for offset printed newspapers shall be Rs. 25/- per column cm. and that for non-offset printed newspapers shall be Rs. 21/- per column cm. |
| c) Category 'B' :—   | The rate for offset printed newspapers shall be Rs. 19/- per column cm. and that for non-offset printed newspapers shall be Rs. 17/- per column cm. |
| d) Category 'C' :—   | The rate for all newspapers in this category shall be Rs. 15/- per column cm.   |

Display Advertisement

No newspaper should claim display advertisement as a matter of right it will be issued by the State Govt. keeping in view the widest possible coverage of the content of the advertisement and interest of targeted readership of the newspaper. Efforts will be made to provide advertisement to all enlisted newspapers, as far as practicable, keeping in view the production standard, paid circulation, class of readership and other qualities of the newspapers. In order to reach the targeted readership, State Govt. reserves the right to select newspapers for issuing display advertisement.

Rate of Display advertisement :—

In respect of display advertisements there will be a discount of 20% over the aforesaid rate of classified advertisement.

Display advertisement for Magazines/Periodicals/Casual Publication/Souvenir.

Release of display advertisement to the Magazines/Periodicals / Casual Publications/Souvenirs will be based on the following points in addition to what have been stated above.

1. Regularity and standard of publication ;
2. Size and circulation ;



3. Class readership ;

4. Display advertisement should not be taken as a measure of financial assistance while quantum of display advertisement may vary on the basis of standard, quality and regularity of the publication ;
5. RNI registration will get weightage in respect of release of display advertisement.

Display advertisement shall not be issued to any Periodical/Magazine/Casual publication/Souvenir which incite communal feelings or preach violence or anti-national activities or offend socially accepted norms of public decency and morals or goes beyond journalistic ethics or violates the Code of conduct as enunciated by the Press Council of India .

Keeping these aspects in view, the Magazines/Periodicals published from this State are classified into three broad categories.

CATEGORY 1 Magazines/Periodicals registered with RNI

Essential Criteria :

- \* Registration with RNI.
- \* Minimum size of publication should be 21 cm × 14 cm.
- \* Minimum number of pages should be 32.
- \* Magazine should be brought out regularly as per periodicity of the magazine/periodical approved by RNI.

CATEGORY 2. Magazine/Periodicals being published regularly but not registered with RNI.

Essential Criteria :

- \* Minimum size of publication should be 21 cm. × 14 cm.
- \* Minimum number of pages should be 32.
- \* Magazine should be brought out regularly as per periodicity of the magazine/periodical is declared by the Editor/Publisher concerned.

CATEGORY 3. Casual publications/Souvenirs

Essential Criteria :

- \* Minimum size of publication should be 21 cm. × 19 cm.
- \* Minimum number of pages should be 32.

The Periodicals Magazines will be entitled to get display advertisement if the size of it is not less than 21 cm. × 14 cm. while number of pages are not less than that of 32 pages.

ELIGIBILITY CRITERIA :

Each magazine/Periodical belonging to category 1 & 2 wanting to be eligible for getting govt. advertisements should be annually enlisted with ICAT department.

Based on the enlistment certificate issued from ICAT department, the magazines/periodicals will be eligible for govt. Advertisement. For first time enlistment, applications by editor concerned may be given at any time in a financial year, however for renewal of enlistment application should be submitted during the month of February. For enlistment magazines/Periodicals should fulfil the following additional criteria:—

1. In respect of yearly publication of Periodicals/Magazines from 2 consecutive issues.
2. In respect of half yearly publication of 2 consecutive issues.
3. In respect of quarterly publication of Periodicals/Magazines. After 2 consecutive issues.
4. In respect of bi-monthly publication Periodicals/Magazines. After publication of 4 consecutive issues.
5. In respect of monthly publication of Magazines/Periodicals. After publication of 6 consecutive issues.

Magazines/Periodicals will be debarred from getting Government display advertisement if 2 consecutive issues are not published and in that case eligibility criteria will be taken into consideration again before releasing any display advertisement to that particular Periodical/Magazine.

Keeping all these in view following rates structure for issuing display advertisement in Magazine/Periodical/Casual publication/Souvenir etc. will be as follows:

1. MAGAZINES / PERIODICALS WITH R.N.I.

REGISTRATION (SIZE—27 cm.×21 cm.)

* Back cover page	Rs. 1000/-
* Ordinary full page	Rs. 800/-
* Ordinary half page	Rs. 500/-
* Ordinary quarter page	Rs. 300/-

1. MAGAZINES / PERIODICALS WITH R.N.I.

REGISTRATION (SIZE—25 cm.×19cm.)

* Back cover page	Rs. 800/-
* Ordinary full page	Rs. 500/-
* Ordinary half page	Rs. 300/-
* Ordinary quarter page	Rs. 200/-

1. MAGAZINES / PERIODICALS WITH R.N.I.

REGISTRATION (SIZE—21 cm.×14 cm.)

* Back cover page	Rs. 700/-
* Ordinary full page	Rs. 400/-
* Ordinary half page	Rs. 225/-

4. MAGAZINES PERIODICALS NOT REGISTERED  
WITH R.N.I. (SIZE—27 cm.×21 cm).

* Back cover page	Rs. 800/-
* Ordinary full page	Rs. 500/-
* Ordinary half page	Rs. 300/-
* Ordinary quarter page	Rs. 175/-

5. MAGAZINES / PERIODICALS NOT REGISTERED  
WITH R.N.I. (SIZE—25 cm.×19 cm).

* Back cover page	Rs. 700/-
* Ordinary full page	Rs. 450/-
* Ordinary half page	Rs. 230/-
* Ordinary quarter page	Rs. 150/-

6. MAGAZINES / PERIODICALS NOT REGISTERED  
WITH R.N.I. (SIZE—21 cm.×14 cm).

* Back cover page	Rs. 600/-
* Ordinary full page	Rs. 300/-
* Ordinary half page	Rs. 200/-

7. SOUVENIR / CASUAL PUBLICATION  
(SIZE—UPTO 500 sq. cm).

* Back cover page	Rs. 700/-
* Ordinary full page	Rs. 500/-
* Ordinary half page	Rs. 300/-
* Ordinary quarter page	Rs. 200/-

8. SOUVENIR / CASUAL PUBLICATION  
(SIZE—UPTO 475 sq. cm).

* Back cover page	Rs. 500/-
* Ordinary full page	Rs. 300/-
* Ordinary half page	Rs. 175/-
* Ordinary quarter page	Rs. 100/-

9. SOUVENIR / CASUAL PUBLICATION  
RELATED TO NATIONAL IMPORTANCE

* Back cover page	Rs. 2000/-
* 2nd & 3rd cover page	Rs. 1500/-
* Ordinary full page	Rs. 1000/-
* Ordinary half page	Rs. 700/-
* Ordinary quarter page	Rs. 400/-

The above mentioned rates have been shown against Black & White display ads. In case of multi-colour (four colour) advertisement 75% extra, in case of bi-colour advertisements 25% extra and in case of tri-colour advertisements 50% extra on the above mentioned rates will be paid by the State Governments Depts. concerned.

As per decision of the Council of Ministers, Single Window System will be introduced and all Depts. of the State Government will send both classified and display advertisements to the ICAT Deptt. for releasing it to the concerned newspapers (both local and outside) for publication. All the Depts. of the State Government should earmark a budget for the purpose and place the entire amount in the beginning of the financial year with the ICAT Deptt. so that payment of advertisement bills shall be paid to the concerned newspaper by the ICAT Deptt. without referring it to the concerned Deptt. In regard to display advertisement, advertisement materials should also be supplied to the ICAT Directorate for releasing the same to the Newspapers/Periodicals/Magazines/Casual Publications/Souvenir etc. All the State Govt. Depts. should ensure that sufficient fund is placed with the ICAT Deptt. to avoid delay in payment action.

This additional responsibility will be taken care of by the ICAT Deptt. for which they have to create necessary infrastructure. On the other hand the Advertising Depts. will be relieved of all these responsibilities. They should pay 2% service charge for the additional responsibility to be taken care of by the ICAT Deptt. to ensure Single Window System in regard to issue of classified and display advertisement of all the State Govt. Departments.

A. K. Deb  
 Secretary,  
 Information, Cultural Affairs &  
 Tourism Deptt. Govt. of Tripura.