



**Directorate of Advertising & Visual Publicity**

Ministry of Information and Broadcasting, Govt. of India

Soochna Bhawan, Phase 4, CGO Complex, Lodhi Road, New Delhi-110003

**ADVERTISING RATE CONTRACT AGREEMENT**

*This agreement is being entered into between DAVP, Ministry of I&B, Government of India and the publisher mentioned below, as per terms and conditions given as under :*

**DAVP Code : 161189**

**RNI Regn. : 71890/98  
[CA][Standard][UNBOUND][Colour]**

Name, Language : **SADA-E-ANSARI, URDU**  
Peridicity, Place : **WEEKLY, DELHI**  
Address : **275/6, LALITA PARK, LAXMI NAGAR,  
DELHI-110092  
DELHI, DELHI-110092**  
Telephone : **011-22462426**

- (a) This agreement is valid from : **01/01/2016 to 31/12/2018**  
(b) Circulation Accepted : **46300 [ Forty Six Thousand Three Hundred ]**  
(c) Agreed Rate per Sq.cm : **Rs.24.7400 [ Rupees Twenty Four and Paise Seventy Four Only]**  
(d) Net Rate after agency discount of 15% to DAVP : **Rs.21.0300 [ Rupees Twenty One and Paise Three Only]**  
(Additional discount of 10% for UPSC & SSC advts)  
(e) These rates will be revised in case of any change in the basis of calculation.
- The publisher will not offer a lower rate than this to any other advertiser. DAVP will automatically reduce the rate accordingly.
- Circulation figures and other information provided by the publisher, if found incorrect later, may lead to stoppage of Government advertisements, recovery of payments and any other action deemed appropriate by Government.
- Payment will be made by DAVP as per actual space used, on receipt of published copy of the advertisement along with bills.
- Refusal to publish advertisement released by DAVP may lead to cancellation of empanelment.
- The publisher shall intimate immediately to DAVP of any change in printer/publisher/size/periodicity/language/place of publication, etc.
- The publisher accepts all the terms and conditions of the Advertising Policy of the Government as amended from time-to-time and notified on the website of DAVP <http://www.davp.nic.in>
- The rates for colour advertisements will be higher by 40% as compared to the rates for black and white advertisements.

Authorised Signatory  
On behalf of Publisher

Authorised Signatory  
On behalf of DAVP