

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:3161
ANSWERED ON:15.03.2011
RATE OF DAVP ADVERTISEMENTS
Agarwal Shri Rajendra;Mishra Shri Mahabal

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the details of rates prescribed and criteria laid down for giving advertisements to the newspapers and magazines by the Government/Directorate of Advertising and Visual Publicity (DAVP);
- (b) whether the rate of various advertisements published by DAVP are higher than that of the private advertisement companies;
- (c) if so, the details thereof and the reasons therefor;
- (d) whether the Government has any mechanism/parameter to decide/check the rates of DAVP;
- (e) if so, the details thereof; and
- (f) if not, the reasons therefor and the remedial measures taken/proposed to be taken in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a) : The details of the rates for DAVP advertisements are in Annexure. Further, the criteria for giving advertisements to the newspapers and magazines, as laid down in the Advertisement Policy of the Government is as under:

Categories Percentage in Rupee Terms

Small	15% (minimum)
Medium	35% (minimum)
Big	50% (maximum)

Languages Percentage in Rupee Terms

English	30% (approx.)
Hindi	35% (approx.)
Regional & Other Languages	35% (approx.)

(b) : No, Sir.

(c) : Does not arise.

(d) : Yes, Sir.

(e) : The rates of various advertisements are fixed by the Government based on the recommendations of the Rate Structure Committee.

(f) : Does not arise.