

CBC Guidelines/SoP for Premium Rates on Newspaper Advertisements for specific campaigns

26.12.2025

1. Introduction

The Central Bureau of Communication (CBC) issues these guidelines/SoP to establish a formal and transparent mechanism for the application of premium rates on print advertisements released for publication in newspapers as per Ministry of I&B OM No M-24013/43/2021-MUC-I (Vol. III) dated 17th Nov 2025.

2. Definitions

- 2.1 Premium Rate:** An additional percentage charged over the base rate for advertisements published on the First Jacket/Top Page or Third/Last page of a newspaper, as specified in Ministry of I&B OM No M-24013/43/2021-MUC-I (Vol. III) dated 17th Nov 2025.
- 2.2 First Jacket:** This shall be typically the page appended to the newspaper over and above the top page which generally carries the masthead.
- 2.3 Top Page:** The front page of a newspaper, typically the first page where the masthead of the newspaper is published.
- 2.4 Third/Last Page:** The third/back page of a newspaper.
- 2.5 OMR (Online Media Request):** The formal request document submitted online by clients indicating preferences and requirements for advertisement placement.
- 2.6 Release Order:** It is a formal instruction to a publication detailing when and where an advertisement must appear, including its size and placement. It authorizes the advertisement and ensures all specified guidelines are accurately followed.

3. Premium Rate Applicability

Premium rates will be applicable under the following conditions:

- 3.1 *Premium rates shall be applicable only for specific campaigns, as clearly mentioned by the CBC in the Release Order.***
- 3.2** Premium rates will be applicable for ~~specific campaigns~~ for advertisements placed on the first jacket/ top page or third/last page of newspapers only.


गौरव खरे / Gaurav
निदेशक / Director

3.3 The percentage of premium to be charged shall be as under:

- a) 75% premium in case of First Jacket or Top Page
- b) 25% premium in case of Third/Last Page

3.4 Newspapers that carry advertisement on first jacket/top page or third page/last page on their own, shall not be considered under premium rates and the premium rates shall not be applicable in such instance.

4. Determination of Campaign for preferential positioning

The campaigns for which premium rates shall be applicable shall be determined by CBC on specific request of the client Departments/Ministries considering factors such as communication priorities, availability of budget, and nature of the campaign.

5. Client Responsibilities

5.1 Clients (ministries, departments, autonomous bodies, PSUs and other bodies under Government of India etc.) must clearly indicate their preferences for premium advertisement positions in the Online Media Request (OMR).

5.2 Clients should recommend the desired locations (cities) for placement of premium advertisements, keeping in view these guidelines on eligibility and applicability.


6. Non publication

6.1 In accordance with Print Media Advertisement Policy, 2020 clause 17, the publication is liable to be suspended/disqualified/penalized "If the publication refuses to accept and carry an advertisement issued by CBC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions".

6.2 Non publication on the page for which advertisement has been released for RO under premium rates may be construed as deficiency in service and may lead to appropriate reduction in payment and/or reduction in subsequent release of advertisement.

7. Effective Date and Compliance

These guidelines shall come into effect from the date as notified by CBC.


गौरव खरे / Gaurav Khosla
निदेशक / Director

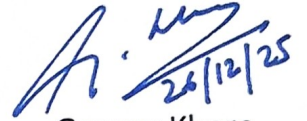
8. Review and Amendment of Guidelines

These guidelines may be periodically reviewed by CBC to ensure alignment with government policy, industry practices, and evolving communication needs. Amendments, if any, shall be notified formally and shall take effect from the date specified in the notification. Competent authority to amend these guidelines shall be Principal Director General/Director General, Central Bureau of Communication (CBC).

9. Interpretation and Clarifications

Any interpretation or clarification regarding the provisions of these guidelines shall rest with the Principal Director General or Director General, CBC, whose decision shall be final and binding.

This issues with the approval of competent authority.



Gaurav Khare

(Director)

गौरव खरे / Gaurav Khare
निदेशक / Director