

Government of India
Ministry of Information and Broadcasting
Central Bureau of Communication
Soochna Bhawan, Lodhi Road, CGO Complex, New Delhi

F.No : 14/0002/2023-24 MR&C

Dated: 04/07/2023

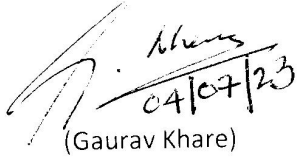
ADVISORY

Subject : Filling of Online application for Rate Renewal – reg.

The Print Media Advertisement Policy, 2020 effective from 01/08/2020, vide clause 7.6.1 states that **“All empanelled publications will enter into rate contract with CBC** on the basis of rate offered and other terms and conditions, as laid down from time to time, to ensure proper and timely publication of CBC advertisements”.

- 2. Further, clause 7.6.2 of the policy states “ The Rate Contract will be valid for a period of two (2) years”.**
3. The policy mandates that application for renewal of rate contract will be filed online on CBC website in the prescribed format.
4. CBC has migrated its IT system to a new ERP software and has gone paperless. The publishers have to submit the documents and specimen copies online only, CBC would not accept physical copies by hand/post.
5. All empanelled publications are required to fill-up the online rate renewal application form available at CBC website (<http://cbcindia.gov.in/cbc/vendor-login>) between **05/07/2023 to 04/08/2023**.
6. Further, it is stated that the following category of empanelled publications are eligible to apply online for rate renewal:-
 - (a) The publications having rate contract up to 31/12/2023.
 - (b) The publications who were empanelled with CBC, but who could not complete the rate renewal process for the existing block year (January 2022–December 2023), due to incomplete documentation or other reasons, can also apply during this window.
- 7. All publications may kindly note that the last date for online submission would be 04/08/2023 (6 PM) and no further extension would be granted.**

This issue with the approval of Pr. DG. CBC.


(Gaurav Khare)
Joint Director