

No. AD(NM)/EAC/WEBSITES(D1&D2)/2425-NM
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
CGO COMPLEX, LODHI ROAD, NEW DELHI – 110003

25th April 2025

ADVISORY

Subject: Notification of Rates and Panel of Qualified Websites (D1& D2 Category)-reg.

This is with reference to the RFP No. AD(NM)/EAC/WEBSITES(D1&D2)/2425-NM dated 14.01.2025 pursuant to the approval of Digital Advertisement Policy-2023 by Ministry of Information & Broadcasting for Empanelment of agencies under Internet Websites (Category D1 & D2) for execution of digital advertising campaigns for Central Bureau of Communication and its client Ministries/Departments.

2. A total of 51 applications were received during the application window. After scrutiny, 12 websites have been found eligible. Eight (08) websites under D1 category and Four (04) websites under D2 category recommended for Empanelment, following the evaluation of submitted documents and in accordance with the guidelines outlined in the Digital Advertisement Policy-2023. The recommended list of websites for empanelment is enclosed as **Annexure I**. The rate matrix is provided in **Annexure II**.

3. The applicants should convey their acceptance by 07 May 2025 to the individual rate letters being offered, for being included in the final selected/empanelled list of Websites.

This issues with the approval of competent authority.



(P.Selvan)

Director (New Media)

पोन्नियिन सेलवन एम / M. Ponnein Selvan
निदेशक / Director.

List of qualified websites under D1/D2 categories:

S. No.	MEDIA	CATEGORY
1	FORTUNEINDIA.COM	D1
2	NEWSX.COM	D1
3	DAILYEXCELSIOR.COM	D1
4	VTVGUJARATI.COM	D1
5	PRABHASAKSHI.COM	D1
6	TAMILTV9.COM	D1
7	BANGLAHUNT.COM	D1
8	MONEY9LIVE.COM	D1
9	PUDHARI.NEWS	D2
10	MILLENNIUMPOST.IN	D2
11	DYNAMITENEWS.COM	D2
12	MALAYALAMTV9.COM	D2



Annexure-II

Rate matrix of Category D1 websites:

[CPTI]					[Consolidated rate for 6 hours]				[Consolidated rate for 24 hours]	[CPTI for a 10 second spot]
300 x 250 pixels	728 x 90 pixels	300 x 600 pixels	970 x 250 pixels	Interstitial Advertisement Property	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)	Fixed Banner of minimum 300 x 250 pixels	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)
3.93	4.23	4.12	4.23	3.75	1968.75	2812.5	2812.5	1500	8437.5	0.15

Rate matrix of Category D2 websites:

[CPTI]					[Consolidated rate for 6 hours]				[Consolidated rate for 24 hours]	[CPTI for a 10 second spot]
300 x 250 pixels	728 x 90 pixels	300 x 600 pixels	970 x 250 pixels	Interstitial Advertisement Property	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)	Fixed Banner of minimum 300 x 250 pixels	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)
2.62	2.82	2.75	2.82	2.5	1312.5	1875	1875	1000	5625	0.1
