

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

F.N.14/0017/2526-MR&C

Dated: 17.11.2025

ADVISORY

Subject: Revision of Rates for Government Advertisements in Print Media Based on Acceptance of the 9th Rate Structure Committee Recommendations

This is to refer to the attached Office Memorandum No. M-24013/43/2021-MUC-I (Vol. III) dated 17 November 2025, issued by the Ministry of Information and Broadcasting, at Annexure-I, regarding the revision of rates for Government advertisements in Print Media as recommended by the 9th Rate Structure Committee. The approved revisions shall be implemented in accordance with Clause 7 of the Print Media Advertisement Policy, 2020.


In view of the changes in rates and terms and conditions, the revised Rate Agreement for all publications empanelled with CBC as on 17.11.2025 is hereby being issued.

All publications are requested to visit their login area <https://cbcindia.gov.in/cbc/vendor-login> and log in with their credentials beginning 19.11.2025.

Only those publications that submit their acceptance of the new Rate Agreement on or before 30.11.2025 shall remain on the CBC panel, as the rates approved previously by the 8th Rate Structure Committee stand nullified. Please note that the current rate contract will become invalid.

Publishers may also note that the contract shall be considered valid only after the authorized signatory signs and uploads the Agreement. The publication is required to take a printout of the Advertisement Rate Contract Agreement, affix the signature and seal of the authorized signatory of the Publisher at the designated place and on each page, and upload the scanned copy through the vendor login area, only.

This issues with the approval of the competent authority.


(Gaurav Khare)
Director

M-24013/43/2021-MUC-I (Vol.III)
Government of India
Ministry of Information and Broadcasting

Shastri Bhawan, New Delhi
Dated: November 17th, 2025

OFFICE MEMORANDUM

Subject: Revision in rates of Government advertisements in print media based on the acceptance of the recommendations of the 9th Rate Structure Committee – reg.

The undersigned is directed to say that the 9th Rate Structure Committee (RSC) was constituted under the chairmanship of AS&FA (I&B) on 11th November, 2021 in order to review and make recommendations regarding revision in rates for Government advertisements in Print Media which were last approved on 09.01.2019 based on the recommendations of the 8th RSC and were valid for a period of three years. After taking into account the Report of the 9th RSC, the competent authority in the Ministry has approved the revision in rates of advertisements per sq.cm. for one lakh copies of dailies in the black and white advertisement from ₹47.40 to ₹59.68. The following other recommendations made by the Committee have also been approved: -

- i. **Rationalisation of Slab Structure:** The slab structure of black & white advertisements for dailies, unbound weeklies, bi-tri weeklies, fortnightlies & monthlies have been reviewed and the revised rates applicable for various slabs of circulation for dailies, weeklies/ bi- tri- weeklies/fortnightlies and monthlies will be accordingly as follows: -

Sl. No.	CIRCULATION	DAILIES TOTAL RATES (in ₹/Sq. Cm.)#	WEEKLIES/ FORTNIGHTLIES TOTAL RATES (in ₹/Sq.Cm.)#	MONTHLIES TOTAL RATES (in ₹/Sq.Cm.)#
1	500 to 2000	11.01	11.56	12.11
2	2001 to 25000	18.47	19.39	20.32
3	25001 to 50000	32.46	34.08	35.71
4	50001 to 75000	44.49	46.71	48.94
5	75001 to 100000	59.68	62.66	65.65

Mille-rate for Publication having circulation above 1,00,000 copies:

- i. 0.5968 ptc/psc (per thousand copies)/per Sq. Cm.) for dailies.
- ii. 0.6266 ptc/psc (per thousand copies)/per Sq. Cm.) for weeklies, bi-tri weeklies / fortnightlies.
- iii. 0.6565 ptc/psc (per thousand copies)/per Sq. Cm) for monthlies.

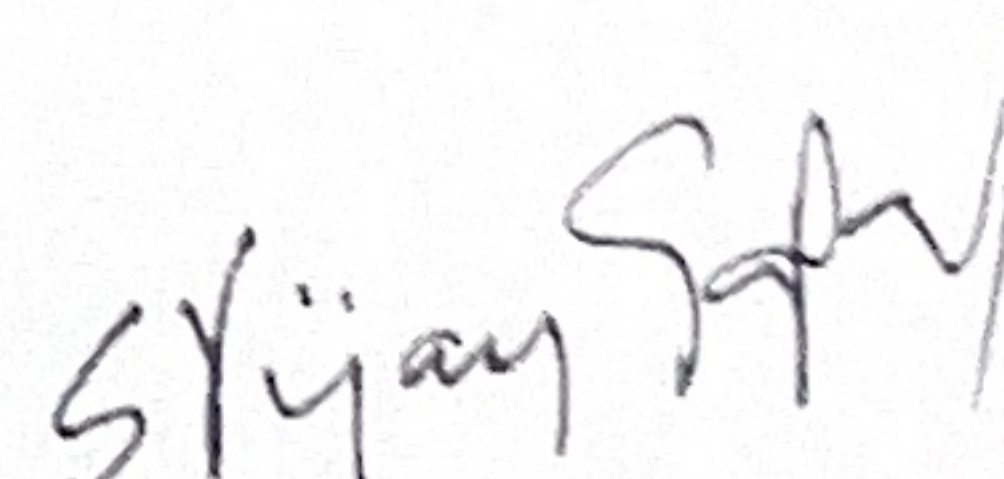
- ii. **Differential rates for preferential positioning :** With respect to the differential rates for preferential positioning of display advertisements in dailies in respect of specific work orders for such pages given by CBC the following premium depending on the positioning:-

- First Jacket/Top page: 75% premium (on base rate)
- 3rd page/last page : 25% premium (on base rate)

- iii. **Rate for PSUs/Public Sector Bodies:** The rate for all Non-Commercial display advertisements i.e. Public Service Advertisements (PSAs) of all PSUs including Maharatna and Navratna PSUs and public sector banks released through CBC in dailies will be 1.5 times the normal CBC rates whereas rate for commercial display advertisements of all PSUs released through CBC in dailies will be twice the normal rate of CBC.
- iv. **Advertisements of Autonomous Bodies, Educational Institutions funded by Government of India:** All the advertisements of Autonomous Bodies, Educational Institutions and Central Universities funded by Government of India, Attached/Subordinate offices of Ministries of Government of India etc. will be released through CBC in dailies at normal CBC rates.
- v. **Premium for verification of circulation by dailies with circulation below 25000 copies :** The daily publications with circulation below 25000 copies will be given a premium of 25 percent on CBC rates if they get their circulation verified by PRGI/ABC.
- vi. **Premium for small daily publications registered with GST:** The small daily publications (circulation up to 25,000 copies) registered with GST regime will be given a premium of 25% on the applicable CBC rate.
- vii. **Premium for coloured advertisements:** Existing premium of 40% (on base rate) being paid for coloured advertisements in publications with all periodicities will continue.

2 The revised rates will be effective from 01.12.2025 and will be effective until further orders. CBC is requested to notify the rate list on its website by 17.11.2025 and take appropriate action for implementing the above decision with regard to revision in rate for Government advertisements in print media.

3 This issues with the approval of the competent authority.


(S Vijay Gopal)

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