

No. ADM/19/2026-Admin VI (e-221187)
Government of India
Ministry of Information and Broadcasting
Central Bureau of Communication

New Delhi, Date: 31.07.2026

ADVISORY

Subject: Clarification to the CBC Guidelines/SoP for Premium Rates on Newspaper advertisements for specific campaigns dated 26.12.2025.

In continuation of the SOP titled "CBC Guidelines/SOP for Premium Rates on Newspaper Advertisements for Specific Campaigns," dated 26.12.2025, issued in pursuance of Ministry of I&B O.M. No. M24013/43/2021-MUC-I (Vol. III) dated 17th November 2025, the following clarifications/additions are hereby issued for information/compliance by all concerned:

1. First jacket, as defined at para 2.1 of the SoP dated 26.12.2025, shall be construed to include first jacket or any other jacket, until further guidelines are issued in this regard.
 2. The percentage of premium to be charged shall remain the same as mentioned at para 3.2 & 3.3 of the SoP dated 26.12.2025.
 3. In pursuance of para 6.2 of the SoP dated 26.12.2025, if the positioning of the advertisement is not as mandated in the **positioning field** of the Release Order (RO), base amount only, i.e., without any premium shall be payable until further guidelines are issued in this regard.
2. This issues with the approval of DG, CBC.


Jairaj Kishore

Dy. Director(Accounts & Admin VI)

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.

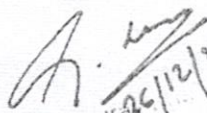
2. Definitions

- 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 Khare
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.

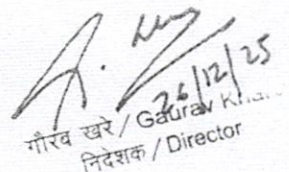
6. Non publication

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 Khare
निदेशक / Director

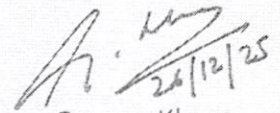
8. Review and Amendment of Guidelines

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

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

Annexure - I

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.

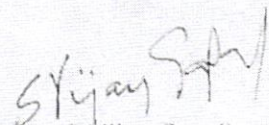
- ii. **Differential rates for preferential positioning :** With respect to the differential rates for preferential positioning of display advertisements in dailies in respect of specific work orders for such pages given by CBC the following premium depending on the positioning:-

- 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)

Deputy Secretary to the Government of India
Tel. No. 2338 9202

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