

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi – 110003

ADVISORY

Subject: Opening of Technical Empanelment Window for expansion of panel of Website only (Category D1 & D2) – reg.

1. In continuation of this Bureau's previous RFPs for empanelment of websites, it is hereby informed that empanelment window is now open. Hereafter, empanelment window will be opened on the 1st day of every quarter (1st January, 1st April, 1st July and 1st October) and shall be open for a period of 21 days on each occasion. Tenure of the panel is till 31.12.2027. Interested entities can apply through www.cbcindia.gov.in. In each quarter, online empanelment window will be open for a period of 21 days. Additional 7 days will be provided for submission of physical bids. Bids received post this deadline will be transferred to next quarter.
2. Critical dates for window opening and Submission of Applications (Online & Physical)

| Quarter | Last date of Online Submission | Last date of Physical Submission |
|--------------------------------------|--------------------------------|----------------------------------|
| 1 st Quarter i.e. January | 21 st January | 28 th January |
| 2 nd Quarter i.e. April | 21 st April | 28 th April |
| 3 rd Quarter i.e. July | 21 st July | 28 th July |
| 4 th Quarter i.e. October | 21 st October | 28 th October |

3. This RFP invites applications for technical empanelment of agencies having only websites under Category D1 & D2. The empanelment is meant for websites having average monthly unique users (from within India) as per the following criteria:

| Category | Average Unique User Count per month (based on the latest available six months' data) |
|----------|--|
| D1 | 1.75 lakh to less than 2.5 lakh |
| D2 | 1 lakh to less than 1.75 lakh |

4. This is a technical empanelment and financial bids are not sought from the applicants. Technically qualified Category D1 websites shall be offered 75% of Category C base rates, while technically qualified Category D2 websites shall be offered 50% of Category C base rates already discovered through the tendering process.
5. All Other terms and conditions of the RFP and the Digital Advertisement Policy shall remain unchanged and binding. Please refer to the RFP enclosed as **Annexure-I** for the detailed terms and conditions. The address and contact details for submission of bids or seeking clarifications regarding this RFP are as under:

Harshit Narang, Deputy Director, New Media
Room No. 363, Soochna Bhawan, CGO
Complex, Lodhi Road New Delhi- 110003
Phone: 011-24369598
Email: digitalmediacbc@gmail.com

This issues with the approval of the competent authority.


(Anakha V)
Assistant Director (New Media)
Central Bureau of Communication
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना एवं प्रसारण विभाग / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003

Criteria for Eligibility, Terms and Conditions of Tender Document for empanelment under Category D-1 and D-2 websites only [as per Digital Advertising Policy 2023]

Nodal Agency

CBC shall be the nodal agency for all Central Government Ministries/Departments for advertising through CBC empanelled internet websites.

A.1. Criteria for Eligibility

- i. The website must be at least ONE year old and must be continuously in operation under the same name (website address) for a minimum of one year. The period shall be calculated backwards from the date on which the website applies for empanelment with CBC.
- ii. The website must have a minimum average Unique Users (from within India) per month (based on the data of six months immediately preceding the date of applying for empanelment) for the category as indicated below:

Websites Unique Users Count Qualification criteria – from 1 lakh to less than 2.5 lakh.

| Category | Average Unique User Count (per month) |
|----------|---------------------------------------|
| D1 | 1.75 lakh to < 2.5 lakh |
| D2 | 1 lakh to < 1.75 lakh |

- iii. The website must report their average monthly Unique User (UU) count for the last six months, duly certified by the website's auditors/authorised representative of the entity. CBC will cross-check the UU data submitted by the website through an internationally accepted and credible third-party tool that monitors website traffic in India.
- iv. Only the websites which are owned and operated by companies that are incorporated in India will be considered for empanelment. However, website owned by foreign companies or of foreign origin may be eligible if such websites have a wholly owned company registered and operating in India, which looks after their Indian advertisement business. In such case, the Indian branch of foreign company must be at least one year old, as mentioned at Para (i) above.
- v. Only non-government websites are required to participate in the bid for empanelment. Government/Central or State PSU's websites will be empanelled directly if they accept the L1 rate matrix offered to other similar category private websites, provided the number of unique users is as per the criteria for that category.
- vi. Different websites belonging to one company/group can be empanelled, provided they separately/individually fulfill the UU count criteria. In other words, no bunching/adding of UU count of the different websites of one group/company would be permitted. Also, such websites will be required to submit separate applications for each website.
- vii. CBC reserves the right to decline empanelment or suspend empanelment of any website if its content is found to be anti-national/obscene/indecent/anti-social/violative of communal harmony and national integrity or deemed objectionable or unsuitable for Government communication in any form or is in violation of the extant Laws of India. The decision of DG/Pr DG at CBC shall be final.
- viii. The applications submitted directly by companies owning and operating the website will only be entertained. In other words, no intermediary agency is eligible to apply on behalf of a website or group of websites.
- ix. CBC advertisements/messages, released on behalf of Central Government Ministries/Departments/Autonomous Bodies and Public Sector Units, must be displayed prominently for maximum viewership and must obtain the stipulated Click Through Rate (CTR).

A.2. Advertisement Properties for Websites

- (i) CBC shall publish standard size web banners on the websites and the standard video advertisement inventory. The list of properties for which rates will be offered is at Annexure C. CBC

will offer rates to websites for standard banner advertisements on Cost Per Thousand Impressions (CPTI) basis and a minimum Click-Through Rate (CTR) of 0.30 (i.e., 3 clicks per thousand impressions or 3000 clicks per million impressions) will be fixed across the categories, which should be reflected in the reports generated through the third-party server.

(ii) CTR of less than 0.3 but up to 0.2 per Release Order will invite a deduction of 20 per cent in the billed amount. CTR of less than 0.2 but up to 0.1 per Release Order will invite a deduction of 30 per cent in the billed amount. CTR of less than 0.1 per Release Order will invite a deduction of 50 per cent in the billed amount. The rates shall be determined based on the process detailed hereinafter.

A.3. Empanelment Scheme [Scheme for Empanelment of Category 'D' Websites]

i. D Category: Websites with Unique Users Count as under will qualify for empanelment in subcategories as under:-

| Category | Average Unique User Count (per month) |
|-----------------|--|
| D1 | 1.75 lakh to < 2.5 lakh |
| D2 | 1 lakh to < 1.75 lakh |

ii. Base Rates for Category D Websites: The category D websites will be offered base rate as follows:

(a) Category D1: 75% of Category 'C' website rates discovered through tendering process of Website only (Category 'B' & 'C') (L-1 Rate Matrix for Category 'B' & 'C' websites can be seen at Appendix II)

(b) Category D2: 50% of Category 'C' website rates discovered through tendering process of Website only (Category 'B' & 'C') (L-1 Rate Matrix for Category 'B' & 'C' websites can be seen at Appendix II)

A.4. Scrutiny, Compliance and Billing:

i. All websites applying for empanelment will submit a notarized certificate under name, signature, and seal of authorized signatory, stating that the information submitted by them is correct and they will abide by all Terms & Conditions of CBC empanelment as well as the decision of CBC regarding their empanelment. In case, the information submitted by any entity is found to be false/incorrect in any manner, the entity can be suspended and/or debarred from empanelment or applying for empanelment for next three years.

ii. The website will have to submit bills ONLINE and also PHYSICAL bills within 30 days from the last day of the campaign as per Release Order, along with a campaign report that will mention the number of impressions generated and the CTR.

iii. Websites will place all CBC released advertisements only through the Third Party-Ad-Server (3-PAS) engaged by CBC. However, in case of CBC deciding to accept reports from a third-party server engaged by the empanelled websites, CBC will not bear any cost in this regard and the entire expenditure on engagement of Third-Party Server will be borne by the entity only. The reports, however, will still have to be generated and submitted as mentioned in Para A.4(ii) above, along with grant of access to applicant's dashboard of the campaign, as the same will be required to verify the campaign credentials and processing of bills.

iv. It will be the responsibility of the website owner to comply with extant rules and regulations as prescribed by the Government of India Laws.

v. There will be no change in rates once offered to and accepted by an empanelled website for the tenure of empanelment except on review of unique user data in April every year as provided in A.5 (ii).

vi. The cost of all technical requirements, such as adapting the design format provided by CBC to the website's format, shall be borne by the website.

A.5. Tenure, Revision and Panel:

i. Empanelment and Advertising Rates finalized shall be valid for three years from the date of notification of panel by CBC and shall be extendable for an additional period of one year with the approval of PDG/DG, CBC.

ii. [Not relevant for Category D websites]

iiA. While the provisions of sub-clause (i) and (ii) apply to Category A+, A, B, C websites, the guiding principle for category D and category E websites will be as under:

(a) **Category D Websites:** Empanelment window shall be opened after the rate discovery of Category A+, A, B, C websites in the succeeding quarter. The applications thereafter may be called every quarter for the remainder of the panel tenure. Such applicants will be empanelled for the remainder duration of the panel tenure based on technical qualification scrutiny basis and no financial bids are to be taken i.e., the technically qualified websites will have to accept the L1 rate matrix already discovered at the time of panel creation for the remainder tenure of the panel. Such entities will join the panel with effect from the day as notified by CBC for the remainder of the tenure of the panel.

(b) Category E websites: [Not relevant for Category D websites]

Review of Category D and E websites

(c) In case of Category D websites, if the unique user count changes during review, corresponding upgrade/downgrade of the rate will be done as per provision (iii) below.

(iii) The Unique User Data of each of the empanelled website/mobile application will be reviewed in the first week of April every year by CBC and accordingly upwards/downwards revision of the category (with corresponding L1 Rate Matrix) will be considered. DG/Pr DG, CBC decision will be final in this regard.

(iv) An empanelled entity may be debarred from Government advertisements from CBC, for the remaining period of the panel tenure, if it refuses to accept and carry advertisements issued by CBC on behalf of any organization of the Government of India on more than one occasion.

(v) Empanelment doesn't entitle any legal right to work. Award of advertisements to entities would be decided by CBC in consultation with the organization on behalf of which CBC is releasing the advertisement and consideration of factors such as nature and needs of the campaign, target audience among others.

(vi) Notwithstanding any of the provisions mentioned above for empanelment of entities and their rates and other terms and conditions, in case of any disagreement, the decision of DG/Pr DG, CBC shall be final.

A.6. Panel formation

i. To avoid multiplicity of panels, a combined panel for impression-based banner, fixed property of varying slot sizes and video advertisements in each category (namely D1 and D2) (Annexure C) shall be formed and qualified websites have to accept offered Base Rates as a whole as defined in A3(ii).

ii. CBC may also empanel applicants who don't have not more than two of the advertisement sizes under the condition that they accept the complete Base Rate matrix as defined in A3(ii) for the rest of the properties. A written notarized certificate to that effect may be shared stating non-availability of sizes along with technical bid.

iii. Other advertisement inventory sizes may also be given rates on pro-rata basis taking the per square pixel rate of 300 x 250 pixels banner property of Category D1/D2 as the case may be, if DG/Pr DG, CBC deems it necessary based on needs of the campaign. In such cases, the Release Order specifically mentions the rates given to specific advertisement inventory.

iv. Any other advertisement properties that may become available/subsequently deemed necessary in "Category B and C Websites Only" may also be offered to Category D1/D2 websites in terms of the Base Rate matrix scheme as defined in A3(ii) of this RFP [75% Rate for D1 and 50% Rate for D2].

A.7. Documents to be submitted with the Online Application

- i. Documents in support of Para A.1 (i)
- ii. The website must report their average monthly Unique User (UU) count for the last six months, being the latest available six months' data immediately preceding the date of application, duly certified by the website's auditors/authorized representative of the entity.
- iii. Certificate of Incorporation as per Para A.1 (iv)
- iv. Undertaking in the form of a certificate as per Para A.4 (i) and acceptance to run campaigns and provide desired reports through Third-Party Server as per A.4 (ii) and A.4 (iii).
- v. Application fee receipt of Rs. 10,000/- per website (non-refundable) (to be paid online)
- vi. Affidavit (if applicable) on non-availability of advertisement sizes in support of Para A.6 (ii).

Technical Bid*

1. Name of the Website (URL):
2. Address of the registered office:
3. Category for which the application is made (D1/D2):
4. Date of incorporation of the company:
5. Date of launch of website:
6. Date from which the website is in continuous operation:
7. Average number of unique users per month for last 6 months (latest available data immediately preceding the date of application):
8. Is the website India based (Yes/No):
9. If the answer to the above question is no, does the website have a wholly owned company registered and operating in India, which looks after their Indian advertisement business. If yes, the details thereof.

The applicants are requested to read para 2 of the tender document carefully with regards to submission of necessary documents along with their bids. Applicants can use the website (cbcindia.gov.in/cbc/vendor-login) to apply for empanelment; however, physical bids should also be submitted to CBC.

(Name of authorized signatory)
Sign, Stamp and Seal

**To be printed on letter head*

List of Documents to be submitted with Technical Bid in physical format:

- i. Receipt of Non-refundable processing fee of Rs 10,000 paid online
- ii. Technical Bid
- iii. Following original ink-signed documents:
 - a. Report on Unique User Count
 - b. 3rd party Ad Server Certificate (on Rs 100 stamp paper)
 - c. Certificate of Incorporation
 - d. Certificate showing operation of at least one year
 - e. PAN card
 - f. GST certificate
 - g. Blank tender document duly signed on each page
 - h. Affidavit on non-availability of properties if applicable (on Rs 100 stamp paper)
 - i. Printout of the completed online application (duly signed and stamped)

Annexure C**Properties for which rates are being offered for Category D1 & D2 websites by CBC**

| Category | Property |
|-----------------|--|
| Category D1/D2 | 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 (24 Hours) |
| | Video Advertisement of minimum 300 x 250 pixels (per 10 seconds) |

EXTRACT (as relevant to Category D websites)

(Amendment in the Digital Advertisement Policy, 2023 notified on 06.11.2023 to bring within its ambit new category of websites which are in niche category and are of regional and hyper local importance are not fulfilling the criteria for empanelment as provided under existing policy)

1. A new clause A 3.3 to be inserted as following:

A 3.3 - Scheme for Empanelment of Category D and Category E Websites

i) D category: Websites with Unique Users Count as under will qualify for empanelment under subcategories as under:

| Category | Six monthly Average Unique User Count |
|-----------------|--|
| D1 | 1.75 lakh to < 2.5 lakh |
| D2 | 1 lakh to < 1.75 lakh |

ii) E Category: xxx

iii) Base Rate for Category D and E Websites: The category D websites will be offered base rate as follows:

- (a) Category D1: 75% of Category C website rates discovered through tendering process
- (b) Category D2: 50% of Category C website rates discovered through tendering process
- (c) xxx

2. A new clause A.5(ii)A regarding "Tenure Revision & Panel", will be inserted as under:

A.5(ii)A: While the provisions of sub-clause (i) and (ii) apply to Category A+, A, B, C websites, the guiding principle for Category D and Category E websites will be as under:

(a) Category D websites: Empanelment window shall be opened after the rate discovery of Category A+, A, B, C websites in the succeeding quarter. The applications thereafter may be called every quarter for the remainder of the panel tenure. Such applicants will be empanelled for the remainder duration of the panel tenure based on technical qualification scrutiny and no financial bids are to be called for i.e., the technically qualified websites will have to accept the L1 rate matrix already discovered at the time of panel creation for the remainder tenure of the panel. Such entities will join the panel with effect from the day as notified by CBC for the remainder of the tenure of the panel.

(b) xxx

Review of Category D & E websites

(c) In case of Category D websites, if the unique user count changes during review, corresponding upgrade/downgrade of the rate will be done as per provision A.5(iii). Category E websites on achieving higher user count can also be eligible for such upgradation.

(d) xxx

APPENDIX-II**Internet Website Only (Cat B & C) — Category wise L-1 Rates (in Rs)**

| Category | 300x250 (Rs) | 728x90 (Rs) | 300x600 (Rs) | 970x250 (Rs) | Interstitial (Rs) | 6PM- 12AM (Rs) | 12AM- 6AM (Rs) | 6AM- 12PM (Rs) | 12PM- 6PM (Rs) | 24 Hrs (Rs) | Video/10 sec (Rs) |
|----------|-----------------|----------------|-----------------|-----------------|----------------------|----------------------|----------------------|----------------------|----------------------|-------------------|----------------------|
| B | 15 | 20 | 15 | 20 | 30 | 15000 | 20000 | 20000 | 40000 | 60000 | 0.3 |
| C | 5.25 | 5.65 | 5.5 | 5.65 | 5 | 2625 | 3750 | 3750 | 2000 | 11250 | 0.2 |

Annexure-II

Rate matrix of Category D1 websites

| 300x250 | 728x90 | 300x600 | 970x250 | Interstitial | 6PM-12AM | 12AM-6AM | 6AM-12PM | 12PM-6PM | 24 Hrs | Video/10 sec |
|---------|--------|---------|---------|--------------|----------|----------|----------|----------|--------|--------------|
| 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

| 300x250 | 728x90 | 300x600 | 970x250 | Interstitial | 6PM-12AM | 12AM-6AM | 6AM-12PM | 12PM-6PM | 24 Hrs | Video/10 sec |
|---------|--------|---------|---------|--------------|----------|----------|----------|----------|--------|--------------|
| 2.62 | 2.82 | 2.75 | 2.82 | 2.5 | 1312.5 | 1875 | 1875 | 1000 | 5625 | 0.1 |
