

**Government of India
Ministry of Information & Broadcasting
Central Bureau of Communication

Date of issue: 30.09.2026

Standard Operating procedure for bill processing

Part I: PRINT MEDIA

Guidelines/SOP for vendors

A) Compliance

- i. Submission of compliance within **24 hrs of publication** of hardcopy/physical copy of the newspaper. Vendor(s) shall ensure that both full page (where advertisement is published) and close up of the compliance is submitted within 24 hrs of publication of hardcopy/physical copy of the newspaper.
- ii. Vendor(s) shall ensure that date of publication, title of the newspaper, page number, place of publication, edition of the newspaper, display key number (RO code) of the advertisement is clearly visible in submitted compliance.
- iii. Vendors(s) shall submit only scanned copy (natural colour)/clear photograph of the hardcopy/physical copy of the newspaper as compliance. e-Paper/ PDF /soft copy/ xerox of hardcopy or physical copy of the newspaper shall not be accepted as compliance in any case by CBC.

B) Invoice

- i. Vendor(s) shall submit scanned copy of the physical tax invoice duly signed and stamped against the respective release order (RO) **within 30 days** from the publication of hardcopy/physical copy of the newspaper or on or before the date mentioned in the release order (RO) through their respective login ID on the vendor login page on CBC website only (<https://cbcindia.gov.in/cbc/vendor-login>).
- i. No physical invoice, compliance document, or other applicable document shall be accepted by CBC, except in the following cases:
 - (a) where the Release Order (RO)/Work Order (WO) has been issued in physical form without e-Work Order Number; or
 - (b) where online processing cannot be carried out, or cannot be carried out in reasonable time, for reasons to be recorded in writing, with the approval of DG/PrDG, CBC.

- ii. While submitting tax invoice and filling details in the invoice summary vendor(s) ensure correctness of invoice number, invoice date, publication date, PAN no, display key no, bank account details, GST number and claim amount (as per RO remarks instructions) and any other details as required. Claim amount in case of premium RO must be in accordance with the advisory issued vide no. ADM/19/2026-Admin VI (e-221187) dated 31.07.2026 till any further directions.
- iii. If any discrepancy is found in the invoice or compliance documents submitted by the vendor, CBC shall return the bill/compliance documents for correction through the ERP portal. The vendor shall get **three (3) opportunities** to correct the discrepancies and resubmit the bill/compliance documents. Each opportunity shall be of **fifteen (15) calendar days**, counted from the date the bill is returned through the ERP portal. If the vendor does not resubmit the bill within the fifteen (15) days, that opportunity shall be treated as used, and the bill shall be returned again for the next opportunity. If the bill is still found deficient, or has not been resubmitted, after all three (3) opportunities, it shall be categorized either as **non-payable or CBC shall make payment after necessary deductions as per extant provisions**.

Guidelines/SOP for accounts wing CBC

- i. AOs/AAOs shall check for the compliance as per the criteria mentioned above.
- ii. AOs/AAOs shall verify other details in the invoice and compliance as per extant CBC policy and government of India rules before proceeding for expenditure sanction proposal.
- iii. All possible efforts shall be made to adhere to timelines as prescribed at Table 1, subject to the availability of funds and fulfilment of all prescribed requirements.

Part II: Outdoor Media & personal publicity

Guidelines/SOP for vendors

B) Compliance

Vendor(s) shall upload the compliance documents for each Release Order (RO) on the CBC ERP portal immediately after the roll-out of the campaign, and in any case not later than seven (7) days from the date of roll-out.

C) Invoice

- i. Vendor(s) shall submit scanned copy of the physical tax invoice duly signed and stamped against the respective release order (RO) along with the Inspection Report (IR) **within 30 days from the date of completion of the campaign** through their respective login ID on the vendor login page on CBC website only (<https://cbcindia.gov.in/cbc/vendor-login>).

- ii. For the purpose of clause (i), the date of completion of the campaign shall be reckoned as the day immediately following the expiry of 15 days from the last day of the display period.
- iii. No physical invoice, compliance document, or other applicable document shall be accepted by CBC, except in the following cases:
 - (a) where the Release Order (RO)/Work Order (WO) has been issued in physical form without e-Work Order Number; or
 - (b) where online processing cannot be carried out, or cannot be carried out in reasonable time, for reasons to be recorded in writing, with the approval of DG/PrDG, CBC.
- iv. While submitting tax invoice and filling details in the invoice summary vendor(s) must ensure correctness of invoice number, invoice date, RO details, PAN no, GST no., claim amount and other requisite details.
- v. If any discrepancy is found in the invoice or compliance documents submitted by the vendor, CBC shall return the bill/compliance documents for correction through the ERP portal. The vendor shall get **three (3) opportunities** to correct the discrepancies and resubmit the bill/compliance documents. Each opportunity shall be of **fifteen (15) calendar days**, counted from the date the bill is returned through the ERP portal. If the vendor does not resubmit the bill within the fifteen (15) days, that opportunity shall be treated as used, and the bill shall be returned again for the next opportunity. If the bill is still found deficient, or has not been resubmitted, after all three (3) opportunities, it shall be categorized either as **non-payable or CBC shall make payment after necessary deductions as per extant provisions**.

Guidelines/SOP for accounts wing CBC

- i. AOs/AAOs shall check for the compliance as per the criteria mentioned above.
- ii. AOs/AAOs shall verify other details in the invoice and compliance as per extant CBC policy and government of India rules before proceeding for expenditure sanction proposal.
- iii. In case of category C media like (audio announcements, LED/LCD screens) bills to be processed **only** on the basis of logs submitted by the vendor.
- iv. All possible efforts shall be made to adhere to timelines as prescribed at Table 1, subject to the availability of funds and fulfilment of all prescribed requirements.

Guidelines/SOP for Outdoor wing CBC

- i. Alter RO (request for alternative site) shall be approved within **90 days** from the date of campaign completion as per **OG RO** (The first RO against which alter RO is being released).

Part III: New Media

Guidelines/SOP for vendors

A) Compliance

Vendor(s) shall submit the following documents, as the case may be as compliance.

Empaneled Media category	Document to be submitted as work compliance
Internet websites (including apps, OTT platforms and digital audio platforms)	1. Impression/ server report in case of impression-based RO or as mentioned in RO 2. Summary dashboard report from third party in all other cases including fixed banner advertisements or as mentioned in RO.
Social media (X, insta, FB)	Impression/ server report/views report or as mentioned in RO
Google/YouTube	Impression/ server report/views report or as mentioned in RO
Digital Cinema	Server log reports/ Prime Screen Time (PST) declaration certificate or as mentioned in RO
Bulk SMS	Log verification report and Delivery report or as mentioned in RO
Digital Content Creator	Certificate of Completion/ URL of the posts

Compliance shall be submitted by the vendor(s) **within 30 days** from the date of completion of the campaign

B) Invoice

- i. Vendor(s) shall submit scanned copy of the physical tax invoice duly signed and stamped against the respective release order (RO) **within 30 days** from the date of completion of the campaign or on or before the date mentioned in the release order (RO) through their respective login ID on the vendor login page on CBC website only (<https://cbcindia.gov.in/cbc/vendor-login>).
- ii. No physical invoice, compliance document, or other applicable document shall be accepted by CBC, except in the following cases:
 - (a) where the Release Order (RO)/Work Order (WO) has been issued in physical form without e-Work Order Number; or
 - (b) where online processing cannot be carried out, or cannot be carried out in reasonable time, for reasons to be recorded in writing, with the approval of DG/PrDG, CBC.

- iii. While submitting tax invoice and filling details in the invoice summary, vendor(s) must ensure correctness of invoice number, invoice date, RO details, PAN no, GST no., claim amount and other requisite details.
- iv. If any discrepancy is found in the invoice or compliance documents submitted by the vendor, CBC shall return the bill/compliance documents for correction through the ERP portal. The vendor shall get **three (3) opportunities** to correct the discrepancies and resubmit the bill/compliance documents. Each opportunity shall be of **fifteen (15) calendar days**, counted from the date the bill is returned through the ERP portal. If the vendor does not resubmit the bill within the fifteen (15) days, that opportunity shall be treated as used, and the bill shall be returned again for the next opportunity. If the bill is still found deficient, or has not been resubmitted, after all three (3) opportunities, it shall be categorized either as **non-payable** or **CBC shall make payment after necessary deductions as per extant provisions**.

Guidelines/SOP for accounts wing CBC

- i. AOs/AAOs shall check for compliance as per the criteria mentioned above.
- ii. AOs/AAOs shall verify other details in the invoice and compliance as per extant CBC policy and government of India rules before proceeding for expenditure sanction proposal.
- iii. In the case of impression-based Release Orders (ROs), whether on websites, mobile applications, OTT platforms, digital audio platforms, social media platforms (such as Facebook and Instagram), Google Display Network, YouTube, or any other digital platform or medium that is, or may in future be, empanelled by CBC, payment shall be made on the basis of the total impressions specified in the RO ("requisite impressions") delivered during the campaign period, not on day-wise delivery. If the "requisite impressions" are achieved earlier than the campaign end date (for example, in 3 days of a 7-day campaign), full payment shall be made.
- iv. All possible efforts shall be made to adhere to timelines as prescribed at Table 1, subject to the availability of funds and fulfilment of all prescribed requirements.

Part IV: Audio-Visual (AV)

Guidelines/SOP for vendors

A) Compliance

Vendor(s) shall submit the following documents, as the case may be as compliance **within 30 days** from the date of completion of campaign.

Media	Document to be submitted as work compliance
TV Channels	Broadcast/Telecast certificate with RO number, correct caption as mentioned in RO, TC/BC Code and name of the broadcast station.
Private FM Channels	Self-certified Broadcast certificate

Community Radio	Self-certified Broadcast certificate
AIR	Broadcast certificate certified by authorized official
Doordarshan	Broadcast certificate certified by authorized official

B) Invoice

- i. Vendor(s) shall submit scanned copy of the physical tax invoice duly signed and stamped against the respective release order (RO) **within 30 days** from the date of completion of the campaign or on or before the date mentioned in the release order (RO) through their respective login ID on the vendor login page on CBC website only (<https://cbcindia.gov.in/cbc/vendor-login>).
- ii. No physical invoice, compliance document, or other applicable document shall be accepted by CBC, except in the following cases:
 - (a) where the Release Order (RO)/Work Order (WO) has been issued in physical form without e-Work Order Number; or
 - (b) where online processing cannot be carried out, or cannot be carried out in reasonable time, for reasons to be recorded in writing, with the approval of DG/PrDG, CBC.
- iii. While submitting tax invoice and filling details in the invoice summary, vendor(s) must ensure correctness of invoice number, invoice date, RO details, PAN no, GST no., claim amount and other requisite details.
- iv. If any discrepancy is found in the invoice or compliance documents submitted by the vendor, CBC shall return the bill/compliance documents for correction through the ERP portal. The vendor shall get **three (3) opportunities** to correct the discrepancies and resubmit the bill/compliance documents. Each opportunity shall be of **fifteen (15) calendar days**, counted from the date the bill is returned through the ERP portal. If the vendor does not resubmit the bill within the fifteen (15) days, that opportunity shall be treated as used, and the bill shall be returned again for the next opportunity. If the bill is still found deficient, or has not been resubmitted, after all three (3) opportunities, it shall be categorized either as **non-payable or CBC shall make payment after necessary deductions as per extant provisions**.

Guidelines/SOP for accounts wing CBC

- i. AOs/AAOs shall check for the compliance as per the criteria mentioned above.
- ii. AOs/AAOs shall check for TAM data in case of TV, self certified Broadcast certificate in case of Private FM and community radio
- iii. AOs/AAOs shall verify other details in the invoice and compliance as per extant CBC policy and government of India rules before proceeding for expenditure sanction proposal.
- iv. All possible efforts shall be made to adhere to timelines as prescribed at Table 1, subject to the availability of funds and fulfilment of all prescribed requirements.

Part V: AV production

Guidelines/SOP for AV production agencies, multimedia agencies, selfie booth panel agencies, mobile perform vans, mobile theatre vans, medium and small mobile performing vans or any other agency empanelled with AV production wing of CBC.

Guidelines/SOP for vendors

A) Compliance

- i. Duly certified (signed and stamped by the issuing authority) work completion certificate clearly mentioning the details of the work order and approved amount.
- ii. Submission of AV/Creative Assets by Vendors to the AV Production Wing of CBC, as applicable.

B) Invoice

- i. Vendor(s) shall submit scanned copy of the physical tax invoice duly signed and stamped against the respective work order (WO) **within 30 days** from the date of issue of **work completion certificate** or on or before the date (if any) mentioned in the work order (WO), through their respective login ID on the vendor login page on CBC website only (<https://cbcindia.gov.in/cbc/vendor-login>).
- ii. No physical invoice, compliance document, or other applicable document shall be accepted by CBC, except in the following cases:
 - (a) where the Release Order (RO)/Work Order (WO) has been issued in physical form without e-Work Order Number; or
 - (b) where online processing cannot be carried out, or cannot be carried out in reasonable time, for reasons to be recorded in writing, with the approval of DG/PrDG, CBC.
- iii. While submitting tax invoice and filling details in the invoice summary, vendor(s) must ensure correctness of invoice number, invoice date, RO details, PAN no, GST no., claim amount and other requisite details.
- iv. Any other document as applicable.
- v. If any discrepancy is found in the invoice or compliance documents submitted by the vendor, CBC shall return the bill/compliance documents for correction through the ERP portal. The vendor shall get **three (3) opportunities** to correct the discrepancies and resubmit the bill/compliance documents. Each opportunity shall be of **fifteen (15) calendar days**, counted from the date the bill is returned through the ERP portal. If the vendor does not resubmit the bill

within the fifteen (15) days, that opportunity shall be treated as used, and the bill shall be returned again for the next opportunity. If the bill is still found deficient, or has not been resubmitted, after all three (3) opportunities, it shall be categorized either as **non-payable or CBC shall make payment after necessary deductions as per extant provisions.**

Guidelines/SOP for accounts wing CBC

- i. AOs/AAOs shall follow the SOP issued vide circular AD(AV-P)/E-billing/CBC/25-26 dated 03.11.2025.
- ii. AOs/AAOs shall check for the duly certified (signed and stamped by the issuing authority) work completion certificate against the issued work order.
- iii. AOs/AAOs shall verify other details in the invoice and compliance as per extant CBC policy and government of India rules before proceeding for expenditure sanction proposal.
- iv. All possible efforts shall be made to adhere to timelines as prescribed at Table 1, subject to the availability of funds and fulfilment of all prescribed requirements.

Part VI: Printed Publicity/Exhibition/Mass mailing

Guidelines/SOP for vendors

A) Invoice submission

- i. Vendor(s) shall submit scanned copy of the physical tax invoice duly signed and stamped against the respective work order/Job order **within 30 days** from the date of issue of **work completion certificate/bulk supply inspection report by CBC/certification of service delivery from concerned wing of CBC** or on or before the date (if any) mentioned in the work order/ job order (WO), through their respective login ID on the vendor login page on CBC website only (<https://cbcindia.gov.in/cbc/vendor-login>).
- i. No physical invoice, compliance document, or other applicable document shall be accepted by CBC, except in the following cases:
 - (a) where the Release Order (RO)/Work Order (WO) has been issued in physical form without e-Work Order Number; or
 - (b) where online processing cannot be carried out, or cannot be carried out in reasonable time, for reasons to be recorded in writing, with the approval of DG/PrDG, CBC.
- ii. While submitting tax invoice and filling details in the invoice summary vendor(s) shall ensure correctness of invoice number, GST number (if not in exemption category otherwise submit GST exemption certificate), claim amount and any other details as required.

- iii. If any discrepancy is found in the invoice or compliance documents submitted by the vendor, CBC shall return the bill/compliance documents for correction through the ERP portal. The vendor shall get **three (3) opportunities** to correct the discrepancies and resubmit the bill/compliance documents. Each opportunity shall be of **fifteen (15) calendar days**, counted from the date the bill is returned through the ERP portal. If the vendor does not resubmit the bill within the fifteen (15) days, that opportunity shall be treated as used, and the bill shall be returned again for the next opportunity. If the bill is still found deficient, or has not been resubmitted, after all three (3) opportunities, it shall be categorized either as **non-payable** or **CBC shall make payment after necessary deductions as per extant provisions**.

Guidelines/SOP for accounts wing CBC

- i. AOs/AAOs shall check for the duly certified (signed and stamped by the issuing authority) work completion certificate/bulk inspection report/ certification of service delivery from concerned wing of CBC against the issued work order/job order.
- ii. AOs/AAOs shall verify other details in the invoice, work completion certificate/bulk inspection report/ certification of service delivery as per extant CBC policy and government of India rules before proceeding for expenditure sanction proposal.
- iii. All possible efforts shall be made to adhere to timelines as prescribed at Table 1, subject to the availability of funds and fulfilment of all prescribed requirements.

Table1

Timelines For Accounts Wing
1. Scrutiny of bills i.e. put them in approved category ➤ within 10 working days from the date of submission in respect of Print media . ➤ Within 5 working days for all other media wings .
No sanction, whether before or after DG approval , should remain pending in the login for more than 36 hours
Bills returned by PAO must be reprocessed within 2 days after necessary corrections

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.

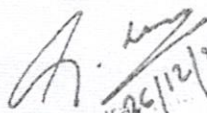
2. Definitions

- 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.

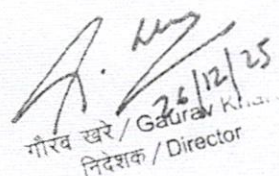
6. Non publication

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

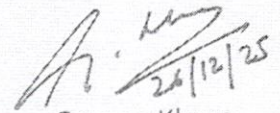
8. Review and Amendment of Guidelines

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.

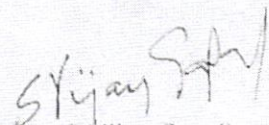
- ii. **Differential rates for preferential positioning :** With respect to the differential rates for preferential positioning of display advertisements in dailies in respect of specific work orders for such pages given by CBC the following premium depending on the positioning:-

- 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

To,
Central Bureau of Communication
(Kind Attn. Ms. Kanchan Prasad, DG)
Soochna Bhawan, CGO Complex
Lodhi Road, New Delhi - 110003

भारत सरकार
(सूचना और प्रसारण मंत्रालय)
केंद्रीय संचार ब्यूरो
बाह्य एवं व्यक्तिगत मीडिया विंग

फा. सं. 21/22/लेखा (विविध)/2425/ओपी

दिनांक: 19.02.2025

परामर्शिका

विषय: आउटडोर डिस्प्ले के निरीक्षण हेतु दिशानिर्देश।

बाह्य एवं व्यक्तिगत मीडिया हेतु निरीक्षण और सत्यापन की मानक प्रक्रिया के अनुसरण में निरीक्षण संबंधी निम्नलिखित दिशानिर्देशों का सभी संबंधितों द्वारा बिना किसी चूक के अनुपालन किया जाना होगा:

1. आउटडोर मीडिया डिस्प्ले का निरीक्षण डिस्प्ले अवधि के दौरान किया जाना चाहिए। तथापि, ऐसे मामलों में जहां प्रदर्शन रिपोर्ट संबंधित मीडिया के एकल अधिकार प्राधिकारी या सूचना एवं प्रसारण मंत्रालय के किसी अधिकारी द्वारा प्रदान की जाती है, उसे प्रदर्शन अवधि समाप्त होने के बाद भी स्वीकार किया जा सकता है।
2. स्टैटिक या डिजिटल माध्यम के लिए निरीक्षण रिपोर्ट अधिमानतः एजेंसी द्वारा किसी राजपत्रित अधिकारी के माध्यम से जिला-वार प्रदान की जानी चाहिए। यदि जिला-वार रिपोर्टिंग संभव नहीं है, तो संलग्न प्रारूप में राज्य-वार या जिला-क्लस्टर निरीक्षण रिपोर्ट प्रस्तुत की जानी चाहिए, बशर्ते कि इसे संगठन के मुख्यालय में तैनात राजपत्रित अधिकारी द्वारा प्रमाणित किया गया हो।
3. निम्न सूचीबद्ध विशेष मीडिया के लिए, केवल निम्नलिखित निरीक्षण रिपोर्ट ही स्वीकार की जाएंगी। निरीक्षण रिपोर्ट केवल एकल अधिकार प्राधिकारी से प्राधिकृत अधिकारी (राजपत्रित/अराजपत्रित) की होगी।
 - i. बस पैनल, बस स्टैंड होर्डिंग पर डिस्प्ले और बस स्टैंड में ऑडियो घोषणाओं से संबंधित की सत्यापन रिपोर्ट केवल संबंधित राज्य परिवहन निगम/एकल अधिकार प्राधिकारी द्वारा जारी की जा सकती है।
 - ii. रेलवे स्टेशनों पर ट्रेनों के अंदर या बाहर डिस्प्ले (स्टैटिक या डिजिटल माध्यम), रेलवे स्टेशनों पर ऑडियो घोषणा की सत्यापन रिपोर्ट केवल संबंधित रेलवे प्राधिकारी द्वारा जारी की जा सकती है।
 - iii. हवाई अड्डे के अंदर और उसके आसपास डिस्प्ले (स्टैटिक या डिजिटल माध्यम) सत्यापन रिपोर्ट केवल संबंधित भारतीय विमानपत्तन प्राधिकरण या नागरिक उड्डयन सुरक्षा ब्यूरो या सीआईएसएफ द्वारा ही जारी की जा सकती है।

4. व्यक्तिगत मीडिया जैसे एक्सेस कार्ड, रेल नीर की बोतलें, हेड रेस्ट कवर (ट्रेन/विमान), एयर बैगेज टैग, डिस्पोजेबल (नैपकिन/सैंडविच बॉक्स/ पानी की बोतल) पर विज्ञापन के मामले में केवल एकल अधिकार प्राधिकारी के अधिकृत हस्ताक्षरकर्ता से निरीक्षण रिपोर्ट स्वीकार्य है।
5. ऑटोहुड रैप्स जैसी मीडिया के लिए, आईआर में वाहनों की संख्या के साथ-साथ डिस्प्ले आदि के चित्र शामिल होंगे, साथ ही सीबीसी के आउटडोर अकाउंट विंग द्वारा मॉनिटरिंग डैशबोर्ड पर डिस्प्ले का सत्यापन भी किया जाएगा।
6. शॉपिंग मॉल में ऑडियो घोषणाएं, शॉपिंग मॉल में एलईडी/एलसीडी स्क्रीन, आवासीय सोसाइटी लॉग में एलईडी स्क्रीन जैसे निजी/वाणिज्यिक प्रतिष्ठानों (श्रेणी-सी) में मीडिया के लिए चलाए गए अभियान निरीक्षण रिपोर्ट का हिस्सा होंगे। लॉग को सीबीसी के लेखा स्कंध द्वारा सत्यापित किया जाएगा साथ ही जहां पर संभव हो आउटडोर विंग द्वारा, भौतिक निरीक्षण भी किया जाएगा।
7. निरीक्षण के दौरान, यदि एजेंसी द्वारा किया गया कार्य संतोषजनक नहीं पाया गया तो सीबीसी द्वारा एजेंसी का पैनल रद्द किया जा सकता है तथा भावी अभियानों के लिए उस पर विचार नहीं किया जाएगा; उक्त एजेंसी (एजेंसियों) को सीबीसी द्वारा ब्लैकलिस्ट में भी डाला जा सकता है।
8. आउटडोर डिस्प्ले का निरीक्षण ब्यूरो के अधिकारी द्वारा नियमित रूप से किया जा सकता है। अधिकारी, राजपत्रित या समूह ख अराजपत्रित हो सकता है। तथापि, जहां इस ब्यूरो के अधिकारी निरीक्षण के लिए उपलब्ध नहीं हैं वहां केंद्र सरकार/राज्य सरकार का कोई भी राजपत्रित अधिकारी निरीक्षण कर सकता है।
9. डिस्प्ले अवधि के बाद, एकल अधिकार प्राधिकारी द्वारा जारी सत्यापन रिपोर्ट को सभी मामलों में बिना किसी पूर्वाग्रह के स्वीकार किया जाएगा।
10. संशोधित निरीक्षण रिपोर्ट (आईआर) का प्रारूप इस संप्रेषण के साथ संलग्न है। डिस्प्ले के प्रत्येक स्थान के सामने निरीक्षण की तिथि का उल्लेख किया जाना चाहिए।

यह महानिदेशक, सीबीसी के अनुमोदन से जारी किया जाता है।

सेवा में,

1. अकाउंट विंग
2. टीडी एनआईसी, बेसिल आई टी टीम को सीबीसी की वेबसाइट पर अपलोड करने के अनुरोध सहित
3. कार्यालय आदेश : अपर महानिदेशक (ओपी)

(पोन्नियिन सेलवन एम)
 निदेशक (ओएम एमएनएम)
 पोन्नियिन सेलवन एमएनएम
 निदेशक / Director
 केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
 सूचना एवं प्रसारण मंत्रालय / Ministry of Information & Broadcasting
 भारत सरकार / Government of India
 नई दिल्ली-110003 / New Delhi-110003

सीबीसी बाह्य मीडिया निरीक्षण रिपोर्ट

1. रिलीज आदेश संख्या :
2. अभियान का विषय :
3. प्रदर्शित अभियान की अवधि : _____ से _____
4. एजेंसी का नाम : मेसर्स
5. मीडिया/संपत्ति :
6. मात्रा :
7. स्थान/अवस्थिति :

स्थान	मीडिया	मात्रा	निरीक्षण की तिथि	संतोषजनक/ असंतोषजनक

8. राज्य :
 9. ऑडियो/ वीडियो स्पॉट्स के मामले में प्रतिदिन स्पॉट्स की संख्या:
 10. निरीक्षण की तिथि/तिथियाँ :
 11. संतोषजनक प्रदर्शनों की कुल संख्या :
 12. असंतोषजनक प्रदर्शनों की कुल संख्या :
- तिथि :

(हस्ताक्षर मुहर सहित)

निरीक्षण अधिकारी का नाम :

पदनाम :

विभाग/संगठन :

कार्यालय का पता एवं दूरभाष संख्या :

मोबाईल नं. :

आधिकारिक ई-मेल आईडी :

प्रति : मेसर्स

**GOVERNMENT OF INDIA
(MINISTRY OF INFORMATION & BROADCASTING)
CENTRAL BUREAU OF COMMUNICATION
Outdoor & Personal Media wing**

File No.: No. 21/22/Accounts (Misc.)/2425/OP

Date: 19.2.2025

ADVISORY

Sub: Guidelines for the inspection of Outdoor display

In accordance with the standard procedure of inspection and verification for Outdoor and Personal Media the following guidelines for inspection shall be followed by all concerned without fail:

1. The inspection of outdoor media displays must be conducted during the display period. However, in cases where the display report is provided by the sole rights authority of the concerned media or an officer of the Ministry of Information & Broadcasting, it may be accepted even after the display period has ended.
2. The inspection report (IR) for Static or Digital medium should preferably be provided district-wise by the agency through a gazetted officer. If district-wise reporting is not feasible, a state-wise or district-cluster IR in the attached format be submitted, provided it is certified by the Gazetted officer stationed at the organization's headquarters.
3. For specialized media as listed below, only the following Inspection Reports shall be accepted. The IR shall be from only the Authorised official (Gazetted/Non-Gazetted) from the Sole rights authority:
 - i. The verification report of display on Bus panels, Bus stand hoardings, and Audio announcements in bus stands can only be issued by the concerned State Transport Corporation/sole rights authority.
 - ii. The verification report, of display(static/Digital) in Railway stations, inside or outside trains, audio announcement in Railway stations, can only be issued by the concerned Railway Authority.
 - iii. The verification report, of display in and around airport(static/Digital), can only be issued by the concerned Airport Authority of India or Bureau of Civil Aviation security or CISF.

4. In case of Personal Media like Access Cards, Rail Neer Bottles, Head Rest Covers(Trains/Aircrafts), Air Baggage Tags, Advts on Disposables(Napkins/sandwich Boxes/Water Bottles) Inspections reports only from the authorized signatory of sole-rights authority is acceptable.
5. For the media like Autohood wraps, the IR shall include the numbers of the vehicles along with the photographs of the display etc., along with the verification of the display on Monitoring dashboard by the Outdoor Accounts wing of the CBC.
6. For the media in Pvt/commercial establishments(Category-C) like Audio Announcements in shopping malls, LED/LCD Screens in shopping malls,LED Screens in Residential societies logs of the campaign executed shall be part of the Inspection report.The logs shall be verified by the Accounts wing of the CBC along with the physical inspection by the Outdoor wing, wherever feasible.
7. During the inspection, if the work performed by agency is not satisfactory, CBC can cancel the empanelment of the agency and will not be considered for future campaigns; The said agency(ies) may also blacklisted by CBC.
8. The inspection of outdoor display may be undertaken by the officer of Bureau in regular course. The officer may be gazetted or Group B non-gazetted. However, where the officers of this Bureau are not available for inspection, any gazetted officer of central government/state government may do the inspection.
9. The verification report issued by Sole rights authority, after the display period, shall be accepted without prejudice in all the cases.
10. The modified IR format is enclosed with this communication. Date of Inspection may be mentioned against each location of display.

This issues with the approval of DG, CBC

(Ponnein Selvan M)

Director (OM)

पोन्निथिन सेलवन एम / M. Ponnein Selvan
निदेशक / Director

CBC Outdoor Media Inspection Report

- 1 Release Order Number:
- 2. Subject of the Campaign:
- 3. Period of campaign displayed: _____ to _____
- 4. Agency Name: M/s
- 5. Media/Property:
- 6. Quantity:
- 7. Place/location:

Location	Media	Qty	Date of inspection	Satisfactory/ Non-satisfactory

- 8. State:
- 9. No. of spots per day in case of Audio/Video Spots:
- 10. Date/s of Inspection:
- 11. Total Number of Satisfactory Displays:
- 12. Total Number of Displays NOT Satisfactory:

Date:

(Signature with Seal)

Name of Inspecting Officer:
 Designation:
 Department/Organisation:
 Office Address & Tel No:
 Mobile No:
 Official Email id:

Copy to: M/s

AD(AV-P)/E-Billing/CBC/25-26
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
(AV PRODUCTION WING)

Soochna Bhawan, CGO Complex,
New Delhi – 110003
03.11.2025

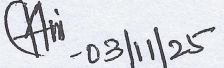
CIRCULAR

Please find enclosed as **Annexure – I** the Standard Operating Procedure (SOP) to be followed for processing of AV Production invoices. AV Production Wing shall make available the documents specified in the SOP.

2. IT Modernisation Wing is requested to ensure relevant fields are made available on the portal.

3. Account Wing & AV Production are requested to adhere to the SOP enclosed.

This issues with the approval of the Competent Authority.


(K. Anurag Kumar)
Deputy Director

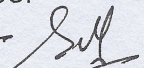
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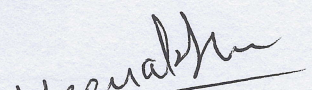
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2. AD (AV-Production Billing)
3. DDO
4. AO (AV)

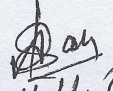
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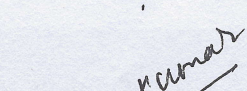
1. ADG (Accounts) – For kind information please.
2. Director (Accounts) – For kind information please.
3. Director (AV) – For kind information please.

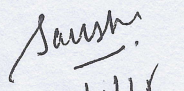
O/C


04.11

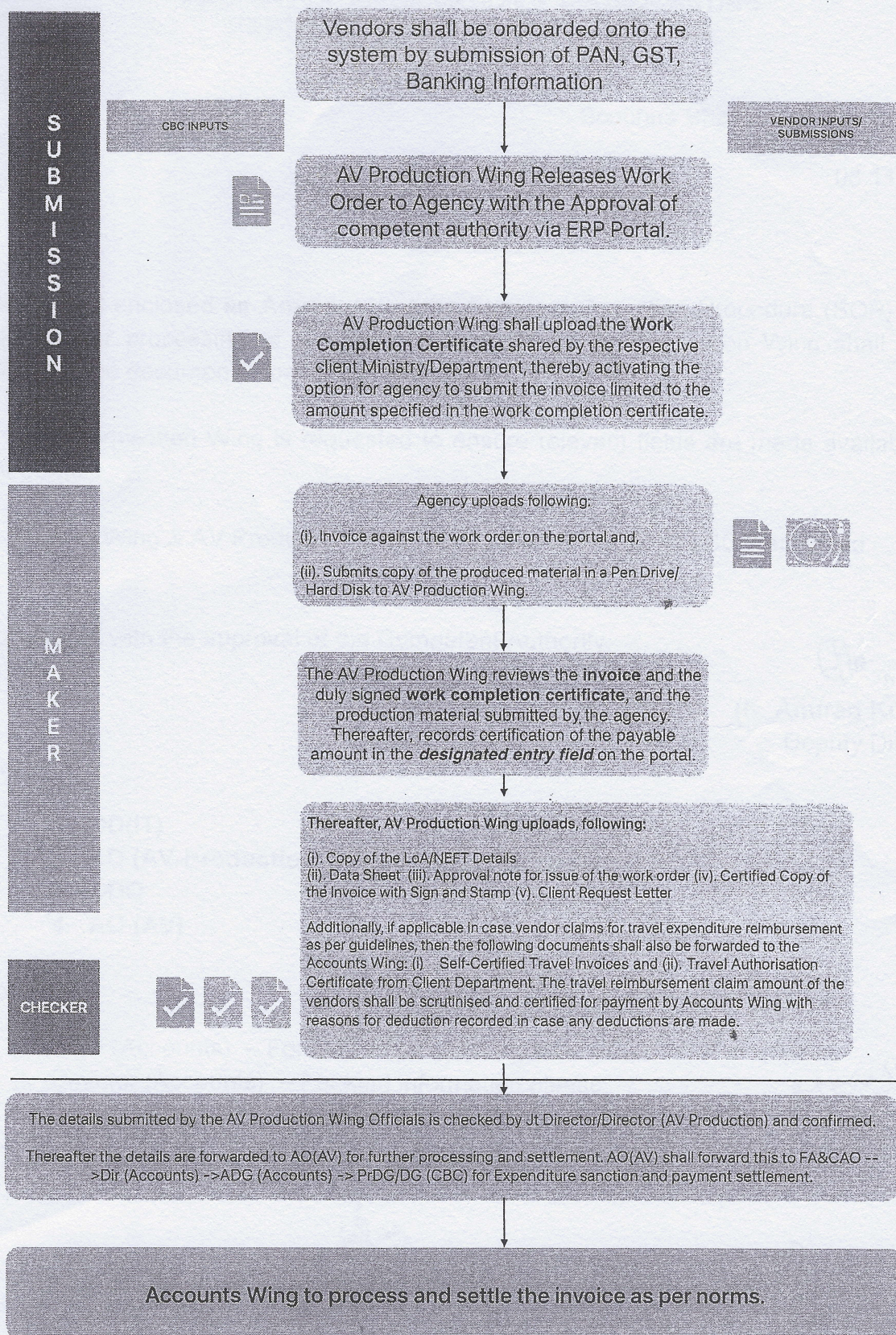

4/11/25


04.11.25
Received
Wjay
11/11/25


04/11/25


4/11/25

SOP for AV Bill Processing issued vide
AD(AV-P)/E-Billing/CBC/25-26 dated 3rd Nov 2025



Note: No Additional Documentation shall be requisitioned by Accounts Wing. In the event any such request is made the same may be accompanied by giving justification, rule and relevance.