

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

ADVISORY

Date: - 03.08.2026

Subject: Notification of Upgradation of Categories of Empanelled Websites based on Unique User (UU) Data.

In terms of Para A.5 (iii) of the Digital Advertisement Policy, 2023, the Unique User (UU) data of all empanelled Websites has been reviewed based on the average monthly Unique Users (UU) reported for the prescribed assessment period.

Accordingly, the Competent Authority has approved the upgradation of the empanelled Websites as per their revised Unique User category. The details of the upgraded Websites are enclosed at Annexure 'A'. The validity of empanelment and all other terms and conditions of empanelment shall remain unchanged.

The revised category of the Websites shall be effective from the date of issuance of this Advisory and shall be applicable for all future advertisement releases through the Central Bureau of Communication (CBC). Category of the remaining empanelled Websites remains the same as per previous advisories issued by CBC in this regard.

The issues with the approval of the Competent Authority.


(Anakha V)
Assistant Director (NM)
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Encl.: Annexure 'A'- List of Websites approved for Upgradation.

Annexure- A

S. No.	Website	Revised Category	Empanelment Category
1	www.goodreturns.in	A+	Mobile App + Website Package
2	www.telugusamayam.com	A	Mobile App + Website Package
3	www.maharashtratimes.com	A	Mobile App + Website Package
4	www.vijaykarnataka.com	B	Mobile App + Website Package
5	www.zeenews.india.com/tamil	A	Website Only
6	www.Kannada.news18.com	B	Mobile App + Website Package
7	www.tv9kannada.com	B	Mobile App + Website Package
8	www.tv9bangla.com	B	Mobile App + Website Package
9	www.news9live.com	B	Mobile App + Website Package
10	www.dailyexcelsior.com	C	Website Only
11	www.banglahunt.com	C	Website Only
12	www.money9live.com	C	Website Only
13	www.dynamitenews.com	C	Mobile App + Website Package
14	www.millenniumpost.in	C	Website Only
15	www.pudhari.news	C	Website Only
16	www.pratahkal.com	D2	Website Only
17	www.hindi.business-standard.com	C	Website Only

L1 Rate Matrix of the Category Website & Mobile Application Package (A+, A, B & C)

Internet Website & Mobile Package Category wise L-1 Rates (in Rs.)												
CATEGORY	[CPTI]					[Consolidated rate for 6 hours]				[Consolidated rate for 24 hours]	[CPTI for a 10 second spot]	[One Push Notification]
	300 x 250 pixels (Rs.)	728 x 90 pixels (Rs.)	300 x 600 pixels (Rs.)	970 x 250 pixels (Rs.)	Interstitial Advertisement Property (Rs.)	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (Rs.)	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds) (Rs.)	Per Push Notification of maximum 160 characters [One Push Notification] (Rs.)
A+	25	30	30	32	35	17500	22500	25000	50000	75000	25	0.2
A	22	25	22	25	32	17000	17500	24000	47500	72000	22	0.1
B	15	20	15	20	30	15000	17500	20000	40000	60000	15	0.1
C	5.25	5.65	5.65	5.65	5.65	5000	7000	7000	10000	12000	2	0.02

L1 Rate Matrix of the Category Website Only (Cat B & C)

L-1 rates Internet Website Only (Cat B & C)

Internet Website Only (Cat B & C) Category wise L-1 Rates (in Rs.)											
CATEGORY	[CPTI]					[Consolidated rate for 6 hours]				[Consolidated rate for 24 hours]	[CPTI for a 10 second spot]
	300 x 250 pixels (Rs.)	728 x 90 pixels (Rs.)	300 x 600 pixels (Rs.)	970 x 250 pixels (Rs.)	Interstitial Advertisement Property (Rs.)	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM) (Rs.)	Fixed Banner of minimum 300 x 250 pixels (Rs.)	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds) (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

L1 Rate Matrix of the Category D1 & D2

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

