

No. AD(NM)/EMP-MEDIA AGENCIES/2023  
GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING  
CENTRAL BUREAU OF COMMUNICATION  
CGO COMPLEX, LODHI ROAD, NEW DELHI – 110003

8<sup>th</sup> Feb 2024

ADVISORY

**Subject:** Notification of L1- Rates and Panel of Agencies for providing digital advertisement solutions to Central Bureau of Communication (CBC) and various other Ministries/Departments of Government of India.

This is with reference to the RFP No. AD(NM)/EMP-MEDIA AGENCIES/2023 dated 17<sup>th</sup> November 2023 pursuant to the approval of Digital Advertisement Policy 2023 by Ministry of Information & Broadcasting for Empanelment of Media Agencies for execution of digital advertising campaigns viz engagement and advertisement on Social Media platforms/channels/handles, among others.

2. The list of agencies for providing digital advertisement solutions to Central Bureau of Communication (CBC) and various other Ministries/Departments of Government of India is enclosed as **Annexure – I**, which have accepted the L-1 rate matrices and signed the agreement with CBC.

This issues with the approval of competent authority.



(Anakha V)

Assistant Director (New Media)

**Category I - L1 Sub-Matrix for Impression Based Advertisement Placement**

Platform	Ad Type	Placement/Description	Metric <i>(Refer to Definitions)</i>	Rates (In INR) Exclusive of GST but inclusive of all the other charges		
				Pan India (PI)*	State-Specific (ST)*	City-specific (CY)*
Facebook	Image/Display/Banner/any other such similar Ad	Feed, Stories, Messenger stories, Posts	CPM	15	20	25
	Videos (Short & long form formats as per platform)	In-stream, video feed, stories, reels, etc.	CPV	0.05	0.10	0.15
	Carousel Ads/any other such formats (Image/Video)	Facebook feed, Facebook stories	CPM	12	18	23
Instagram	Image/Display/Banner/any other such similar Ad	Profile Feed, Instagram Feed, Stories, Reels, Explore	CPM	15	20	25
	Videos(Short& long form formats as per platform)	Profile Feed, Instagram Feed, Stories, Reels, Explore	CPV	0.10	0.15	0.20
	Carousel Ads/any other such formats (Image/Video)	Profile Feed, Instagram Feed	CPM	15	20	25

Category I - L1 Sub-Matrix For Commissioned Content/ Content on Social Media Handles/Channels

Category I-Commissioned Content

S No	Category	Short Form Videos up to 90 seconds# (in INR)		More than 90 Secs to 15 mins(in INR)			More than 15 mins to 30 mins (in INR)			
		All rates should be exclusive of GST but inclusive of all other charges								
		Video	FP*	Video	CH/PC*	FP*	Video	CH/PC*	FP*	
1	A	75000	125000	300000	300000	450000	400000	400000	450000	
2	B	75000	125000	300000	300000	450000	400000	400000	450000	
3	C	75000	125000	300000	300000	435000	400000	400000	450000	
4	D	75000	125000	225000	300000	310000	305000	400000	405000	
5	E	65000	125000	100000	175000	185000	135000	235000	235000	
6	F	20000	95000	40000	115000	125000	55000	155000	155000	

**Category I- In-content Integration (Mentions)**

S No.	Category	Rates per mention (In INR) Exclusive of GST but inclusive of all the other charges
1	A	425000
2	B	325000
3	C	180000
4	D	125000
5	E	50000
6	F	10000

**Category I-In-content Integration of short video provided by client**

S No.	Category	Rate for in-content integration of short video provided by client in the channel/handle/creator's original video per post (in INR) Exclusive of GST but inclusive of all the other charges
1	A	425000
2	B	325000
3	C	180000
4	D	125000
5	E	50000
6	F	10000

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Category I -Posting Client Content on Social Media Handles/Channels

S No.	Category	Per Post(in INR) Exclusive of GST but inclusive of all the other charges
1	A	395000
2	B	295000
3	C	155000
4	D	110000
5	E	50000
6	F	10000

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**Category II - L 1 Sub- Matrix for Impression Based Advertisement Placement**

Platform	Ad Type	Placement/Description	Metric (Refer to Definitions)	Rates (In INR) Exclusive of GST but inclusive of all the other charges		
				Pan India (PI)*	State- Specific (ST)*	City- specific (CY)*
Facebook	Image/Display/Banner/any other such similar Ad	Feed, Stories, Messenger stories, posts	CPM	15	20	25
	Videos(Short & long form formats as per platform)	In-stream, video feed, stories, reels, etc.	CPV	0.05	0.10	0.15
	Carousel Ads/any other such formats (Image/Video)	Facebook feed, Facebook stories	CPM	12	18	23
Instagram	Image/Display/Banner/any other such similar Ad	Profile Feed, Instagram Feed, Stories, Reels, Explore	CPM	15	20	25
	Videos(Short & long form formats as per platform)	Profile Feed, Instagram Feed, Stories, Reels, Explore	CPV	0.10	0.15	0.20
	Carousel Ads/any other such formats (Image/Video)	Profile Feed, Instagram Feed	CPM	15	20	25

Category II -L1 Sub-Matrix for Commissioned Content/Campaign Through Specific Handles

Category II -Commissioned Content

S No	Category	Short Form Videos up to 90 seconds# (in INR)		More than 90 Secs to 15 mins (in INR)			More than 15 mins to 30 mins (in INR)			
		All rates should be exclusive of GST but inclusive of all other charges								
		Video	FP*	Video	CH/PC*	FP*	Video	CH/PC*	FP*	
1	A	75000	125000	300000	300000	420000	400000	400000	420000	
2	B	75000	125000	300000	300000	350000	400000	400000	350000	
3	C	75000	122000	300000	280000	210000	400000	280000	210000	
4	D	75000	70000	183000	122000	97600	244000	183000	122000	
5	E	73200	61000	97600	85400	73200	122000	97600	85400	
6	F	30000	35000	50000	48800	36600	60000	54900	48800	

Category II- In-content Integration (Mentions)

S No.	Category	Rates per mention (In INR) Exclusive of GST but inclusive of all the other charges
1	A	200000
2	B	100000
3	C	75000
4	D	50000
5	E	35000
6	F	10000

Category II-In-content Integration of short video provided by client

S No.	Category	Rate for in-content integration of short video provided by client in the channel/handle/creator's original video per post (in INR) Exclusive of GST but inclusive of all the other charges
1	A	150000
2	B	100000
3	C	75000
4	D	50000
5	E	35000
6	F	10000

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Category II -Posting Client Content on Social Media Handles/Channels

S No.	Category	Per Post(in INR) Exclusive of GST but inclusive of all the other charges
1	A	75000
2	B	50000
3	C	30000
4	D	25000
5	E	15000
6	F	10000

