



THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
INFORMATION DEPARTMENT, CIVIL SECRETARIAT, UT-LADAKH
E-mail: - secretarypaladakh@gmail.com

Subject: Empanelment of Newspapers/ Periodicals for printing Advertisements received from Administration of UT Ladakh and District Administration of Leh and Kargil.

Ref: Notification No: 03-ID of 2021 dated: 22.03.2021 inviting applications from Newspapers and Periodicals for empanelment with DIPR, UT Ladakh for advertisements from Administration of UT Ladakh and District Administration of Leh and Kargil.

Order No: 45/LA(Info) of 2021

Date: 29-12-2021

1. Sanction is hereby accorded for empanelment of the following Newspapers and Periodicals that met all the eligibility requirements and have submitted documentary proof as per the recommendation and evaluation by the UT Level Panel Advisory Committee constituted to select Newspapers/Periodicals for empanelment with DIPR, Ladakh (vide order no:04-ID of 2021 dated: 15/03/2021):

S.No.	Name of Newspaper/ Periodical	Periodicity
1	Reach Ladakh Bulletin	Fortnightly Newspaper
2	Greater Ladakh	Weekly Newspaper
3	Stawa	Monthly Magazine
4	Voice of Ladakh	Weekly Newspaper
5	Rangyul	Daily Newspaper

2. As per the eligibility for empanelment mentioned in the Advertisement Policy of the Administration of UT Ladakh, 2021, newspapers/ periodicals having a proof of their place of publication in Ladakh with minimum paid circulation of 1000 copies for newspapers and 500 copies for periodicals have been considered for empanelment with DIPR, Ldakh.
3. The empanelment is subject to fulfilment of the following terms and conditions, which shall be strictly adhered to: -
 - i. The rates fixed by the Department of Information and Public Relations from time to time, will be applicable to all newspapers and periodicals within the Union Territory of Ladakh. As such, the Department would follow the rate structure of Bureau of Outreach and Communication (BOC) for black & white and coloured advertisements that shall be applicable to the empanelled newspaper/ periodicals with DIPR, Ladakh. (Copy of the BOC rate structure enclosed as Annexure 'A').
 - ii. In case of DAVP empanelled newspapers/ periodicals of outside the UT or having metropolitan edition, advertisements can be given at DAVP approved rates.

- iii. However, if conditions arise for payment of more rates the same will be decided in consultation with the administration. It will be the responsibility of DIPR to issue sanction/ administrative approval before any advertisement is issued to any newspaper/ periodical and to the extent possible both for display and classified advertisement.
- iv. Every newspaper will be obliged to submit an advertisement bills complete in all respect and supported with relevant documents within 60 days of the publication of the advertisement.
- v. Payment for the advertisement bills shall be released in the name of the payee and at the address given by the newspaper in the application for. No change in the payee's name or address will be entertained during the year of empanelment unless it is justified and found unavoidable or compelling.
- vi. Every newspaper will be obliged to send one copy of the newspaper on their own carrying the advertisement to the client on the address mentioned in the released order, failing which payment for the advertisement may not be considered.
- vii. Newspapers may inform DIPR within 48 hours if they have not been able to publish the advertisement on the due date.
- viii. In case of wrong publication or printing mistake, publisher should republish advertisement free of cost.
- ix. The selected Applicant/Agency shall be empanelled for a period of 1 year from the date of issue of this order.
- x. All other conditions mentioned in the Advertisement Policy of the Administration of UT Ladakh, 2021(Annexure "A" to Government Order No: 02-ID of 2021, dated: 11.03.2021) shall form part of the contract.

Encl: a/a

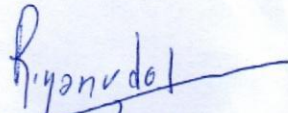
No: - LA(Info)/Advt Policy/2021/2466-75

Dated: - 29/12/2021

Copy to the:

1. All concerned _____.
2. All Administrative Secretaries, UT Ladakh for information.
3. Deputy Commissioner/ CEO, LAHDC, Leh/ Kargil for information.
4. Assistant Director Information, Leh/ Kargil for Information.
5. OSD to the Hon'ble Lieutenant Governor of UT Ladakh for information of the Hon'ble Lieutenant Governor of UT Ladakh.
6. OSD/ PS to the Advisor, UT Ladakh for kind information of the Advisor.
7. PA to Secretary Information for information of the Secretary.
8. Office file.

Sd/-
(Padma Angmo), IIS
Secretary
Information Department


(Rigzin Yangdol)
Under Secretary
Information & PR, Ladakh

8TH RATE STRUCTURE COMMITTEE

RATE STRUCTURE OF BLACK & WHITE ADVERTISEMENTS FOR DAILIES, UNBOUND WEEKLIES, Bi- Tri WEEKLIES, FORTNIGHTLIES & MONTHLIES

Sl. No	CIRCULATION	DAILIES TOTAL RATES (in Sq. Cm.)	WEEKLIES/ FORTNIGHTLIES TOTAL RATES (in Sq.Cm.)	MONTHLIES TOTAL RATES (in Sq.Cm.)
1	UPTO 5000	8.74	9.64	10.52
2	5001 to 15000	12.46	13.36	14.25
3	15001 to 25000	16.86	17.76	18.65
4	25001 to 35000	21.40	22.30	23.22
5	35001 to 45000	25.85	26.74	27.64
6	45001 to 55000	30.03	30.92	31.82
7	55001 to 65000	30.08	31.70	32.59
8	65001 to 75000	35.55	36.44	37.32
9	75001 to 85000	40.29	41.17	42.07
10	85001 to 100000	47.40	48.29	44.37

Mille-rate for Publication having circulation above 1,00,000 copies:

1. 0.4740 ptc/psc (per thousand copies)/per Sq. Cm.) for dailies.
2. 0.4829 ptc/psc (per thousand copies)/per Sq. Cm.) for weeklies, bi-tri weeklies / fortnightlies.
3. 0.4437 ptc/psc (per thousand copies)/per Sq. Cm.) for monthlies.

* 40% extra for coloured advertisement

** Rates for advertisements by Maharatna and Navratna Public Sector Undertakings (PSUs) will be 1.5 times the normal BOC rates. For advertisements of other PSUs, normal BOC rates will apply.