



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

**Subject: EMPANELLED PRINT MEDIA CREATIVE AGENCIES AND AUDIO PRODUCERS/
PRODUCTION HOUSES WITH DIPR, LADAKH & CORRESPONDING RATE CARD.**

As per the recommendation and evaluation by the UT Level Selection Committee constituted to select Producers/Production Houses for empanelment with DIPR, Ladakh (vide order no: 09-ID of 2021 dated: 01.04.2021), the following Print Media Creative Agencies and Audio Producers/Production Houses are empaneled with the Information & Public relations Department, UT Ladakh:

Empaneled Creative Agency for Print Design:

1. M/S Digital Mine/ Aaron Deva Dana
2. Planet Ladakh/ Iftikhar Hussain
3. Skarma Photo Studio/ Skarma Rinchen
4. Village Reel Entertainment/ Zakir Hussain
5. M/S Light Box Studio/ Stanzin Khakyab
6. Angham Production and Advt/ Tashi Namgyal

Empaneled Creative Agency for Radio Spots/Radio Jingle/Song/Signature Tune:

1. Ladakh Advertising Agency/ Sangay Phuntsog
2. M/S Resonance Music Hub/ Tsewang Nurboo
3. APT Film Production House/ Tsewang Paldan
4. M/S Wacher Film Production/ Ngawang Rinchen

Accordingly, Departments of UT Administration and District Administration may assign work to the empaneled Print Media Creative Agencies and Audio Producers/Production Houses as per the rate card given in the annexure.

Encl: a/a

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

No: - M-17037(11)/4/2021/130-150

Dated: - 10/01/2022

Copy to the:

1. Principal Secretary, UT Ladakh.
2. Addl Director General (Police), UT Ladakh.
3. All Administrative Secretaries, UT Ladakh.

4. Deputy Commissioner/ CEO, LAHDC, Leh/ Kargil for information.
5. Assistant Director Information, Leh/ Kargil for information.
6. OSD to the Hon'ble Lieutenant Governor of UT Ladakh for information of the HLG.
7. OSD/ PS to the Advisor, UT Ladakh for information of the Advisor.
8. PA to Secretary Information for information of the Secretary.
9. Office file.

Ryandol
10.01.2022

(Rigzin Yangdol)
Under Secretary,
Information, UT Ladakh

RATECARD FOR THE CREATIVES OF EMPANELED PRINT MEDIA CREATIVE AGENCIES AND AUDIO PRODUCERS/ PRODUCTION HOUSES WITH DIPR, LADAKH

1. PRINT DESIGN:

1.1. For creative and design, rate is as follows:

- | | |
|----------------------------------|--------------|
| a. Upto 150 sq. cms | Rs. 5000/- |
| b. Between 150 and 350 sq cms | Rs. 15,000/- |
| c. Large size – above 350 sq cms | Rs. 20,000/- |

These rates do not allow any third-party costs like acquiring special/specific photographs or pictures, etc. The third-party costs shall be paid in actual, on submission of bills.

1.2. The rate for translation is as follows:

- | | |
|-----------------------------------|-----------|
| a. Upto 50 words: | Rs.350/- |
| b. Above 50 Words: | Rs. 450/- |
| c. Above 200 and upto 1000 words: | Rs. 650 |
| d. Above 1000 words: | Pro-rata |

The agency shall ensure that the translation is appropriate and not in any way deviating from the Master Creative, on the basis of which the translation is being rendered. In the event of any deviation or use of inappropriate language, payment for adaptation at 'd' above and translation shall be summarily rejected.

1.3. **Revision cost of creative & design:** Additional 25% of cost of creative/design. The revision costs come into effect only in those cases where alteration would be suggested by Department of Information or the client Department after accepting the final creative/design. No revision cost is applicable for changes suggested before accepting the final creative/design.

2 RADIO CREATIVES

2.1 **RADIO SPOT:** The consolidated rates given below are for radio creatives which have only words/speech, and do not involve composition of original music:

Duration of Radio Spot	Master Version	Language Version	Re-recording	Shorter Version or Re-editing of old Spots
a. Upto 30 seconds	Rs.10,000	Rs.9,000	Rs.5,000	Rs.3,000
b. 31 to 60 seconds	Rs.15,000	Rs. 12,000	Rs.5,000	Rs.3,000
c. Above 60 seconds	Pro-Rata, based on 60-second rate	Pro-Rata, based on 60-second rate	Rs.5,000	Rs.3,000

2.2 **RADIO JINGLE/SONG/SIGNATURE TUNE:** The consolidated rates given below are applicable to radio creatives which are partially or fully music based, with original composition:

Duration of Radio Jingle	Master version	Language Version (with same or separate music track)	Re-recording	Shorter Version or Re-diting of old jingles/song/tunes
a. Upto 60 seconds	Rs.30,000	Rs.15,000	Rs.10,000	Rs.5,000
b. Above 60 seconds	Pro-Rata, based on 60-second rate	Pro-Rata, based on 60-second rate	Rs.10,000	Rs.5,000

2.3 **Definition of Consolidated Rates for Spot/Jingle/Song/Signature Tune:** The consolidated rates include charges for script, production with good voices & music/audio and following software, master CD, one broadcast copy of CD, one Department copy of CD, and client copy of CD.

2.4 **Re-recording charges for Spot/Jingle/Song/Signature Tune:** These charges would be admissible if script is changed after production is carried out as per the approved script and artists have to be called again for recording. No charges would be admissible if changes in spot/jingle can be made only through editing, within six months of the approval of the spot, even if spot was made as per approved script. This would include one broadcast CD copy, one Department of Information CD copy and one client CD copy.

2.5 **SPONSORED RADIO PROGRAMMES:** The consolidated rates for Radio Programmes, which are being sponsored by a Client Department is given below:

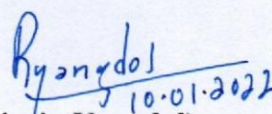
Duration	Rates	Re-recording	Re-editing
a. Upto 15 mts	Rs.15,000	Rs.5,000	Rs.2,500
b. Upto 30 mts	Rs.24,000	Rs.5,000	Rs.2,500
c. Above 30 minutes	Pro-Rata, based on the 30 min rate	Rs.5,000	Rs.2,500

2.5.1 **(A) Definition of Consolidated Rates for SRPs:** The consolidated rates include charges for script, production with good voices, master (CD/DVD), one broadcast copy (CD/DVD) and one Department copy (CD/DVD) & one client copy (CD/DVD). Production includes signature tune, opening/closing/change over music/jingle, drama, stock voices/music/songs, studio recorded interviews/ expert comments, receiving questions through phone/E-mail/letters, reply of questions by anchor/ experts in the programme, production of promos.

(B) Field Interviews: If field interviews are specifically desired by the client, the producer shall carry them out with no extra cost to the Client/Department of Information

(C) Re-editing: Re-editing of old episodes is defined as deleting or re-arranging some portion.

(D) Re-recording: Re-recording is defined as re-recording some portion of an old episode to replace some old portion, and may include charges for voices, editing, one broadcast CD/DVD, one Department of Information CD/DVD and one client CD/DVD.


 (Rigzin Yangdol)
 Under Secretary
 Information, UT Ladakh