

MUNICIPAL CORPORATION OF GREATER
MUMBAI
PUBLIC RELATION DEPARTMENT
C I R C U L A R

No. PRO/ADV/1782/G

Date:31.1.2019

Sub:Regarding making change in the
distribution system of news paper
advertisements.

- Ref: 1) Circular No.PRO/ADV/127/G
dated 2.6.2008.
- 2) Circular No.PRO/ADV/310/G
dated 25.7.2011.
- 3) No.PRO/ADV/295/G dated
23.5.2012 .
- 4) Circular No.PRO/ADV/ 589/G
dated 24.10.2017.
- 5) Government Decision No. MVJ-
2018/Pr.Kr.348/34 dated 20.12.2018.

6) Approval No. MGC/F/8148 dated 15.1.2019 of the Hon. Municipal Commissioner.

All the Department Heads/Division Heads are being informed that, the advertisements of Notice, Tender Notice, Recruitment, Public Appeal, Display, Global Tender etc. received from all the Departments and Divisions of the Greater Mumbai Municipal Corporation is being distributed to the news papers by the Public Relation Department. For the purpose of making changes in the said advertisements distribution system, approval of the Municipal Commissioner has been received vide reference No. 6. In response to the said approval, the changes have been made as under :

* The entire responsibility of distributing and bringing printed all the class wise (sale wise), language wise advertisements will be of the Public Relations Department.

For the purpose of making strict implementation as above, the names of the language wise and distribution wise news papers will be decided by the Public Repartition Department by daily Rotation method and daily record of the same will be maintained.

* It is necessary that all the Department of the Municipal Corporation should send the Advertisement order without mentioning the name of any (different languages) news papers, to the Public Relation Department for the purpose of maintaining daily rotation.

* The responsibility of distribution of any inauguration / Lokarpan / Awakening/ Advertisements or Display Advertisements of special programmes fixed by the civic Administration, will be of the Public Relations Department. But, the Public Relations Department will make distribution of

the advertisements with the prior approval of the concerned Hon. Deputy Municipal Commissioner / Hon. Joint Commissioner, Hon. Additional Commissioner/ Hon. Municipal Commissioner.

* The Department Head / Assistant Commissioner will give the administrative approval for giving advertisements for the purpose of giving publicity through such news papers which accept the Government rates.

* The Bills of the advertisement will be accepted in the Public Relations Department as before, and further process in respect of payment of the bills will be done by the Public Relations Department. For this purpose, it is necessary to mention the address of the Public Relation Department on the Advertisement Distribution Order (Letter to be given to the Newspaper).

* As per Point No. 4.6.15 and point No. 4.6.16, of the State Government Decision are reference No. 1, if the Municipal Department/ Office has made demand of advertisements (classified / display advertisements) publicity through out of state news papers then at the rate of DAVP in out of state news papers as per their demand, and if demand is made for advertisement publication through news papers of international level, then the Additional Commissioner will take the final decision about advertisement distribution in respect of special rate of that news paper.

* There use to be necessity of publishing the contents of advertisements of the Municipal Corporation in periodicals (daily, weekly, fortnightly, monthly etc. publications) of the State/Out of state and some times at International level. It is not that for the purpose of these periodicals, there are certified advertisement rates of the State Government or Central Government or of

any Government body. At such times, the rates will be fixed by having negotiations with that Publication Company (in case of international publication, with their representative in India), in respect of the rate at which the advertisement is to be given to the said periodicals. Generally, it will be expected to take the basic base of the sources of rate concerned with the sale mentioned in this policy as well as the number of certified reads of the periodical, the financial-social level of the readers etc. into consideration, while fixing this rate. In this regard, the Additional Commissioner will take the final decision.

* As the Mumbai is a cosmopolitan City, as per the prevailing system, at present the Municipal Advertisements are being distributed to the news papers of Marathi 2 news papers, and one each to Hindi, Gujarati, Urdu and English news papers. Hereafter also, distribution of advertisement

for publication will be distributed on the same method.

* If the publicity is also to be done through Private Television channels, Cinema Theatres, Television, Akashwani and Private Radio channels etc. media, other than News paper advertisement distribution, then it is necessary for the concerned Department to take action by having coordination with the Public Relation Department. But, Release order depending on Rotation will be given by the Public Relation Officer.

* Advertisements of different departments of the Municipal Corporation are being received for the purpose of distribution to the News papers through Public Relation Department. It will be binding on each Municipal Department to send the same to the Public Relation Department minimum 2 days prior to the date of publication. (excluding exceptional cases).

* The Public Relation Officer will have the power for staying for certain period the advertisements of the news papers which rejects the advertisements of the Municipal Corporation for three times.

* The expenditure being incurred for the advertisements of Daily news paper advertisements and all advertising media will be parted from the financial title of Public Relation Officer as before.

* As per the changes in the approved rates as per the decisions being taken time to time by the Government, in the Municipal Corporation also the rate may be accepted as per the same. And as it is binding on the news paper and periodicals and other publicity media to comply with the terms and conditions etc. of the Government decision at reference No. 5, before giving the advertisement, the concerned Department

may send the advertisements to the Public Relation Department for the purpose of distribution, only after verification of the same.

* For the purpose of giving advertisements to the news papers of which the rate is more than double but less than three times in the Government rate and prevailing rate of the Municipal Corporation , and for which news paper the government rate is not acceptable, it will be necessary that the Department should take the approval of the concerned Additional Commissioner by mentioning the name of the news papers in the Proposal.

All the concerned Assistant Commissioners/ Department Heads/ Hospital Deans/ Deputy Commissioners/ Joint Commissioners may personally take note of the above directions and the advertisements may be sent for further

action to the Public Relation Officer only after taking action accordingly.

Sd/-	Sd/-
4.1.2019	4.1.2019
(Vijay Khabale-Patil)	(Sudhir Naik)
Public Relation Officer.	Joint Commissioner (G.A.)

Sd/-	Sd/-
4.1.2019	15.1.2019
(A.L.Jarhad)	(Ajoy Mehta)
Addl. Commissioner (City).	Mun. Commissioner

C I R C U L A R

2018-2019

No. PRO/ADV/1782/G dated 31.1.2019

Copy is sent to
(with additional copies), for information and necessary action.

Sd/-
(Vijay Khabale-Patil)
Public Relations Officer.

MUNICIPAL CORPORATION OF GREATER MUMBAI
PUBLIC RELATIONS DEPARTMENT

News Papers on the List of Municipal Corporation of Greater Mumbai.

A-CLASS NEWS PAPERS

Sr. No.	Name of news paper	Class	Circulation as per Govt. Notification	Rate approved by State Govt.	Additional Rs.2/- rate applicable who completed 25 years	New rate of Govt./ Munc.Corp.	Colour Advertisement rate
1.	Maharashtra Times (M)	A	170780	132	2	134	187.60
2.	Loksatta (M)	A	268539	131	2	133	188.20
3.	Lokmat (M)	A	126334	81	0	81	113.40

4.	Sakal (M)	A	102923	73	0	73	102.20
5.	Samna (M)	A	101537	72	0	72	100.80
6.	Navakal (M)	A	295634	140	2	76	106.40
7.	Sandhyakal (M)	A	106419	74	2	76	106.40
8.	Mumbai Chaufer (M)	A	251503	125	0	125	175.00
9.	Aapla Vartahar (M)	A	125197	81	0	81	113.40
10.	Prahar (M)	A	132000	83	0	83	116.20
11.	Pudhari (M)	A	103354	73	0	73	102.20

12.	Sandhyanand (M)	A	63000	55	0	55	77.00
13.	Navbharat Times (H)	A	163433	94	2	96	134.40
14.	Navbharat (H)	A	275000	133	0	133	186.20
15.	Yashobhoomi (H)	A	122634	80	0	80	112.00
16.	Hamara Mahangar (H)	A	108259	74	0	75	105.00
17.	Pratkal (H)	A	137000	85	0	85	119.00
18.	Jagruk Times (H)	A	157000	92	0	92	128.80
19.	Dabang Duniya (H)	A	72000	59	0	59	82.60

20.	Khabare Aaj Tak (H)	A	72000	59	0	59	82.60
21.	Mid-Day (E)	A	225000	116	2	118	165.20
22.	Economic Times (E)	A	237323	120	2	122	170.80
23.	Free Press Journal (E)	A	78000	62	2	64	89.60
24.	Mumbai Mirror (E)	A	200000	107	0	107	149.80
25.	Asian Age (E)	A	51000	50	0	50	70.00
26.	Gujarat Samachar (Gu)	A	200910	107	0	107	149.80
27.	Mumbai Samachar (Gu)	A	115599	77	2	79	110.60

28.	Mid-Day (Gu)	A	80000	63	0	63	88.20
29.	Inquilab (Urdu)	A	53000	51	0	51	71.40

B-GRADE NEWS PAPERS

Sr. No.	Name of news paper	Class	Distribution	Rate as per new source of the Govt.	Additional Rs.2/- rate due to 25 years	New rate of Govt./ Munc.Corp.	Colour Advertisement rate
30.	Punya Nagari(M)	B	43798	46	0	46	64.40
31.	Vrittaratna Samrat (M)	B	26000	36	0	36	50.40

32.	Ratnagiri Times (M)	B	20800	33	0	33	46.20
33.	Aapla Mahanagar (M)	B	37000	42	0	42	58.80
34.	Vsrittamanas (M)	B	40500	44	0	44	61.60
35.	Mumbai Lakshadip (M)	B	37200	42	0	42	58.80
36.	Pratyaksha (M)	B	21000	34	0	34	47.60
37.	Mumbai Mitra (M)	B	23000	35	0	35	49.00
38.	Bahujanratna Loknaya(M)	B	25500	36	0	36	50.40
39.	Mumbai Tarun Bharat (M)	B	49000	49	0	49	68.60

40.	Mumbai Manoos (M)	B	26500	36	0	36	50.40
41.	Navashakti (M)	B	31000	39	2	41	57.40
42.	Sanj Mahasnagari (M)	B	21000	34	0	34	47.60
43.	Navrashtra (M)	B	40000	44	0	44	61.60
44.	Dopahar Ka Samna (H)	B	47800	48	0	48	67.20
45.	Do Baje Dopahar a(h)	B	23000	35	0	35	49.00
46.	Aaj Ka Anand (H)	B	42000	45	0	45	63.00
47.	Nishpaksha Jansansar(H)	B	23000	35	0	35	49.00

48.	Business Standard (E)	B	33439	40	0	40	56.00
49.	Afternoon Voice (E)	B	213000	34	0	34	47.60
50.	Absolute IOndia (E)	B	23000	35	0	35	49.00
51.	Divya Bhaskar (Gu)	B	23710	35	0	35	49.00
52.	Janmabhoomi (Gu)	B	41000	45	2	47	65.80
53.	Urdu Times (Urdu)	B	20823	33	2	35	49.00
54.	Kala Kaumudi (Malayalam)	B	24000	35	0	35	49.00
55.	Dai.Marathiya Murasu (Tamil)	B	21000	34	0	34	47.60

56.	Dai. Tanthi(Tamil)	B	20752	33	0	33	46.20
57.	Dai. Karnatak Malla (Kannad)	B	27588	37	0	37	51.60

C-GRADE NEWS PAPERS

Sr. No.	Name of news paper	Class	Distribution	Rate as per new source of the Govt.	Additional Rs.2/- rate due to 25 years	New rate of Govt./ Munc.Corp.	Colour Advertisement rate
58,	Kokan Sakal (M)	C	10200	23	0	23	32.20
59.	Shivaner (M)	C	10000	23	2	25	35.00
60.	Apala Sanj Sahyadri Times (M)	C	13000	26	0	26	36.40
61.	Tahalka Samachar (M)	C	10500	23	0	23	32.20

62.	Janatecha Mahanayak (M)	C	15000	28	0	28	39.20
63.	Lokmanthan (M)	C	17650	30	0	30	42.00
64.	Janpravas (M)	C	15000	28	0	28	39.20
65.	The Global Times (M)	C	8900	21	0	21	29.40
66.	Janatecha Satyavarta (M)	C	5500	18	0	18	25.20
67.	Pratakal(M)	C	12600	25	0	25	35.00
68.	.Tufan Lokshahi (M/H)	C	5100	18	0	18	25.20
69.	Vishwapath (M)	C	3200	16	0	16	22.40

70.	Tarun Bharat Samvad(M)	C	7100	20	0	20	28.00
71.	Desh Morcha (M)	C	6100	19	0	19	26.60
72.	Mumbai Dainik Sandhya (H)	C	10000	23	0	23	32.20
73.	Mumbai Mitra)H)	C	9001	22	0	22	30.80
74.	Mumbai Halchal (H)	C	11000	24	0	24	33.60
75.	Rashtriya Adhikar (M/H)	C	5100	18	0	18	25.20
76.	Siddhant Samachar (H)	C	5100	18	0	18	25.20
77.	Purnaviram (H)	C	16000	29	0	29	40.60

78.	Millenium Nuse Take (H)	C	5600	18	0	18	25.20
79.	Afternoon (E)	C	8000	21	0	21	29.40
80.	Mumbai Face (E)	C	6100	19	0	19	26.60
81.	Hindusthan (Urdu)	C	19500	32	2	34	47.60
82.	Sahafat (Urdu)	C	17500	30	0	30	42.00
83.	Avdhanama (Urdu)	C	15000	28	0	28	39.20
84.	Mumbai Urdu News (Urdu)	C	12000	25	0	25	35.00
85.	Hindu (Sindhi)	C	15000	28	0	28	39.20

86.	Enadu (Telugu)	C	10022	23	0	23	32.20
87.	Dinakaran (Tamil)	C	19494	32	0	32	44.80

'A' & 'B' GRADE NEWS PAPERS

The Government rate is not acceptable to the News papers of Sr.No.1 to 5 mentioned in the table below, for the purpose of giving advertisement to these news papers, the approval of the Municipal Commissioner is necessary by stating the names of the newspaper in the proposal.

Sr. No.	Name of news paper	Class	Distribution	Rate as per new source of Govt. (DGI&PR)	Additional Rs.2 rate due to 25 yrs.	New rate of the Govt.	Prevailing rate of Munc.Corp (sq.c.m.)	Rate of Colour Advt.
1.	Times of India (E)	A	737341	295	2	297	1200	1680

2.	Indian Express (E)	A	82148	64	2	66	325	650
3.	D.N.A. (E)	A	310000	146	0	146	450	450
4.	Hindusthan Times (E)	A	240000	121	0	121	350	450
5.	The Hindu (E)	B	42176	45	0	45	150	300

Sd/-

Public Relation Officer.