FAIR RATE STRUCTURE FOR DAVP ADVERTISEMENTS

QUESTIONNAIRE



GOVERNMENT OF INDIA
Ministry of Finance
Department of Expenditure
Office of Chief Adviser Cost

Details of Newsprint Imported during 2007-08 & 2008-09

N Š	ij	1	2	3	4		11) 2	1	2	3	4	07.0
Supplier's Name & Country	i.) 2007-08	55008 OR				Total (2007-08)	9 2008-09					Total (2008-09)
Specif icatio											-	
Be			-						100 CB	1		
Oty. Procured (MT)								e figures	BEL D1910 S			
FOB Price per MT								SAILS.	N. Clare			
Exchange Rate								Street Seal	Sten of			
Total Value (Rs. Lacs.)			1 8 1					dis load is				
Insurance & Freight (Rs. Lacs.)					- For			S. L. S. C. C.	300000000000000000000000000000000000000			
Custom Duty (Rs. Lacs.)					409	-		To Tol	STATE OF		-	
Clearing charges (Rs. Lacs.)									NO COUNTY			
Inland Freight (Rs. Lacs.)									Grant D			
Total Landed Cost (Rs.	race.)					-			a given			
Credit (Rs. Lacs.)	-								S COLOR			
Total Cost	race.)		1	1	1				Stells			
Cost per MT (Rs.)		1		-	-				500.00			

Note: 1. Please enclose copies of a few invoices & bill of lading & other details

2. Please also give the names and addresses (including contact no and website address) of major manufacturers of Newsprints in the world and their exports to India.

3. In case more than one GSM specification of newsprint/ paper is being used, this proforma may be given separately for each type of GSM specification used.

Details of Indigenous Newsprint Procured during 2007-08 & 2008-09

5.No.	5.No. Supplier's Name 1.) 2007-08	Specifi- cation	Date	Otty. Procured (MT)	Rate per MT (Rs.)	(Rs. Lacs.)	CONTRACTOR OF THE PARTY OF THE	Freight (Rs.Lacs.)	Freight Any Other (Rs.Lacs.) (Rs.Lacs.) (Rs.Lacs.)	Freight (Rs.Lacs.)
3										
4	Collegia and College									
000	Total (2007-08)									
II) 2	ii) 2008-09									
1										
2										
3										
4										
	Total (2008-09)					THE COUNTY			Control of the last of the las	

Note: 1. Please enclose copies of a few invoices & other costs, if any details.

2. Please also give the names and addresses (including contact no and website address) of major manufacturers of Newsprints in India and their capacities.

3. In case more than one GSM specification of newsprint/ paper is being used, this proforma may be given

separately for each type of GSM specification used.

Details of Ink Consumed in Printing of Newspapers/Periodicals

Quantity & Value Reconciliation:

SNo	Particulars	Specification	STATE OF	odwl	Imported lnk			adipui	Indigenous IIIA	
	CITE ACOUNT THE TENT	Ch bottle pa had	200	2007-08	200	2008-09	2007-08	-08	2008-09	60-
	asiquo saotans sausifi a sati sivig osis sappiji	numbe and so	Qty.(Kg)	Value (Rs. Lacs.)	Oty. (Kg)	Oty. (Kg) Value (Rs. Lacs.)	Qty. (Kg)	Value (Rs. Lacs.)	Otty. (Kg)	Value (Rs. Lacs.)
1	1 Opening Stock									
2	Purchases									
3	Total (1+2)									-
4	Issues									-
2	Shortages/write off									
9	Total (4+5)									
7	Closing stock (3-6)									

Note: 1. Please cross-tally the figures with Stores records and P & L Account.

2. In case more than one specification of Ink is being used, this proforma may be given separately for each type of Ink used.

Details of Ink Imported during 2007-08 & 2008-09

	vi Š	Supplier's Name & Country	Specificatio n	Date	Qty. Procured (Kg)	FOB Price per (Kg)	Exchange Rate	Total Value (Rs. Lacs.)	Insurance & Freight (Rs. Lacs.)	Custom Duty (Rs. Lacs.)	Charges charges (Rs. Lacs.)	Freight (Rs. Lacs.)	2052	Cost (Rs. Lacs.)	nded Credit ost (Rs. Rs. Lacs.)	
	3	1.) 2007-08														
	-		*										1			
	, ,												1			
			cype o	TOPE OF	need.						C. Section of the last	no kno 8	1	Test 1	Il Date Secure	ĕ
	,	-	S. In o	Sec 100	ment one	ene she	The Stella	TOT INCH	00	20			1		1	
	-	Total	98990	20000	9/11 V/Is	OTTLOS IN	1000		100							
		(2007-08)														
	117	11) 2008-09	e stock (3													
1	1	STOT B	(86)													
8	2	7072 P 2	101W/2018													
10	m	Suzzi ili. di														
2	4	3 11495	188													
		Total (2008-09)	SPORE OR	15												

2. Please also give the names and addresses (including contact no and website address) of major manufacturers of Ink 1. Please enclose copies of a few invoices & bill of lading & other details Note:

in the world and their exports to India.

3. In case more than one specification of Ink is being used, this proforma may be given separately for each type of Ink

Details of Indigenous Ink Procured during 2007-08 & 2008-09

į	Supplier's Name	Specifi- cation	Date	Otry. Procured (Kg)	Rate per MT (Rs.)	Total Value (Rs. Lacs.)	Freight (Rs.Lacs.)	Any Other Charges/Costs (Rs.Lacs.)	Cenvat/ Vat	Total Net Cost	-
3	i.) 2007-08								any (Rs.Lacs.)		7
-			The same of the	No. Contraction	De les	J. Codercits	ST. SAGE.	Street or Street	12000 Co	100	П
2							Total result				-
m	THE STREET STREET		-						1000	71007	
19	- Modes T. Sapple	Separate Co	to social a	Sand serve	DIVOLS IN	The Party of the P	S comments	by bulgaring	unit no Br	cal Seche	- 1
	Total (2007-08)				S Seconda	200 P 8 E	Strong St.				
- ii) 2	ii) 2008-09										
1	1919(2) (4-2)										
2	L'SgongaBeet, Miggs og										
3	Tradulation of the second					1					
4	- Take Cast										
7	Total (2008-09)						1				-

Note: 1. Please enclose copies of a few invoices & other costs, if any details.

2. Please also give the names and addresses (including contact no and website address) of major manufacturers of Ink in India and their capacities.

3. In case more than one specification of Ink is being used, this proforma may be given separately for each

Details of Plates Consumed in Printing of Newspapers/Periodicals

Quantity & Value Reconciliation:

S.No.	Particulars	Specification		Import	Imported Plates			Indigen	Indigenous Plates	
	3, in case mor	a suo nada eso	200	2007-08	200	2008-09	2007-08	80-	2000	2008-09
	Moder I' blesse spo	to apply the name of the contract of the contr	Otty. No.)	Value (Rs. Lacs.)	Otty. (No.)	Oty. (No.) Value (Rs. Lacs.)	Oty. (No.)	Value (Rs. Lacs.)	Oty. (No.)	Value (Rs. Lacs.)
1	Opening Stock									
2	Purchases									
3	Total (1+2)									
4	Issues									
2	Shortages/write off									
9	Total (4+5)									
7	Closing stock (3-6)									

Note: 1. Please cross-tally the figures with Stores records and P & L Account.

2. In case more than one specification of Plates is being used, this proforma may be given separately for each type of Plates used.

Details of Plates Imported during 2007-08 & 2008-09

1. 2007-08	Country n	Prograd (No.)	Price per unit	Exchange Rate	Total Value (Rs. Lacs.)	Insurance & Freight (Rs. Lacs.)	Custom Duty (Rs. Lacs.)	Clearing charges (Rs. Lacs.)	Inland Freight (Rs. Lacs.)	THE RESERVE OF THE PARTY OF	Total Landed Cost (Rs.	Total Duty Landed Credit Cost (Rs. (Rs. Lacs.) Lacs.)	Total Duty Total Net Cost (Rs. Cost per unit (Rs. Lacs.) (Rs. (Rs.) Lacs.)
4 3													
Total (2007-08) ii) 2008-09							10 mice			099 193			
1 2 2													
4 Total (2008-09)													

Note: 1. Please enclose copies of a few invoices & bill of lading & other details

Plates in the world and their exports to India.

3. In case more than one specification of Plates is being used, this proforma may be given separately for each type of 2. Please also give the names and addresses (including contact no and website address) of major manufacturers of

FAIR RATE STRUCTURE FOR DAVP ADVERTISEMENTS

Preamble

Ministry of Information & Broadcasting (MIB) have constituted a Committee under the Chairmanship of Additional Secretary & Financial Adviser to carry out a comprehensive review of the existing 'Rate Structure for DAVP Advertisements' and to suggest a new Rate Structure formula.

The terms of reference of the new Restructure Committee are as follows:-

- (a) To carry out a comprehensive review of existing rate structure for DAVP advertisements and to suggest a new rate structure formula.
- (b) Whether combined rates to multi edition newspapers are feasible in place of separate rate for each edition.
- (c) Whether it is feasible to replace cost and circulation based DAVP rates by commercial card rates. The comparative advantages and disadvantages.
- (d) The new Committee in the discharge of its functions may analyse and study all the factors affecting advertisement rates in-depth and recommend suitable rates for all the varieties and types of advertisements/papers.
- (e) The new Committee may also interact with State Governments and other concerned organizations and its deliberations will cover all related factors, which may have bearing on the advertisement rates.

Keeping in view the terms of reference and objectives of the study, this Questionnaire sets out various Proformae in which the requisite data and information is needed so that a meaningful analysis could be carried out and conclusions based on the factual information are derived. All the concerned units and repositories of relevant data are requested to fill the Proformae in the Questionnaire and send by **Speed Post** at the following address with a copy to DAVP:

Office of Chief Adviser Cost, Ministry of Finance, 2nd Floor, 'C' Wing, Lok Nayak Bhawan, Khan Market, New Delhi-110 511.

> Telephone No. 011- 24618906 Fax No. 011- 24698179 E-Mail: pk.aggarwal@nb.nic.in

FAIR RATE STRUCTURE FOR DAVP ADVERTISEMENTS

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GUIDELINES FOR FILLING UP THE QUESTIONNAIRE

- Information/data asked for may be given separately for each Newspaper/Publication published under the same management.
- All forms of the Questionnaire must be filled up and duly signed by the Authorized Signatory.
- All financial figures furnished in the Questionnaire must be duly reconciled with the audited Profit & Loss Account and certified by a practicing Cost Accountant.
- A copy of the reply to this Questionnaire may also be given in soft form, i.e., on a Compact Disk.
- Wherever financial information has been sought, the same should be provided in 'Rupees in Lakhs' and rounded off to two decimal places.
- 6. A copy each of the Annual Reports containing Audited Balance Sheet and Profit & Loss Account alongwith the supporting schedules for the years 2006-07 and 2007-08 must be enclosed with the reply to the Questionnaire. Please also furnish copy of the Accounts (Balance Sheet and Profit & Loss Account) for the year 2008-09. In case the accounts for the year 2008-09 are not available, please furnish the provisional accounts for the first 3 quarters of the year 2008-09.
- Please give the names and addresses (including contact no and website address) of major manufacturers of Newsprints, Ink, Plates and Consumables in the world and their exports to India as well as major manufacturers of Newsprints, Ink, Plates and Consumables in India and their installed capacities and production.
- Please enclose copies of representation, if any, made to the Government or the Rate Structure Committee regarding fixation/revision of the rate structure for the Government advertisements.

GENERAL INFORMATION

A.	Newspapers/Periodicals					
1.	Details of all Newspapers/ Periodicals Published:	Name of the News- paper/ Periodical (1)	RNI No.	Periodicity (3)	Language (4)	Place and Address of the Publication (5)
2.	If multi edition, (a) Places from which the same issue is replicated and published as it is	Sigues aced		otiamistrii le abruca bris	reson Losse Reson Robber 2005, in Lastin	SIW 74 3
	(b) Places from which such multi editions are published with separate pages for local news			the Annual R rightly die s sed with the Ramore She the for the	r lo rose you els muccos long en 123 remains sa e narose ment	00 A 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
<u>B</u> .	Ownership Structure					Maria de la composición della
1.	Name of the Owner:	is (and juding-d	Adresse Collection	emes and ac	a salawie si	
2.	Nature of constitution of the Owner:	Public/Privat	e Ltd. (Company/Part	nership/Sole I	Proprietorship
3.	Name of the Chief Executive:	yns h mods	instan	gas to aslee	a endona o	MACHER BEST
4.	Address of the Administrative Office:	Wateronski û	THE YEAR	zinneszin	stop tesmen	on Control
		-				
	Priction of Resiscusion /Pu	forticals				
					PIN:	A SECTION
					Pouterna-Ji	1 228

GENERAL INFORMATION (Continued)

	Melebolists to continue to the second	boulders unbublis to metals art till
	t enabling-from red emocrates for multi-calding t	- Seat of John Softon Ja Sold
	Address from where Printed:	2886-97 2907-93 2906-99
	Address from where Printed:	es dilwonoti swew moy sous session
	Paradizat	
	Issue/ Edition water Code Will No. (different to	Pinosa statu whether segurate. Sunday
		DIN:
	ate note for Veekdays and Sunday Issue/Edition of	displayable of the Tesue Victions.
5.	Telephone No.:	through DAVP either as DAVP rates of
7.	Fax No.:	Poets state whether you have any a whether it comes any pispley advertise
	rax No	. You way bisse be fundingle in
	E-Mail Address:	Please without the harper of the Autron
8.	E-Mail Address.	(Instituted Destruction (Instituted Accordance)
9.	Details of other activities under	
	the same organization (Please	THE STATE OF SERVICE STATE STATE STATE OF SERVICE STATE STA
	give on a separate sheet)	Please encose a copy part of all the e

potter other viewshalomation, including your Comments on the existing formula or a

QUESTIONNAIRE

- Please state your views alongwith reasons if you are publishing multi edition Newspaper/Periodical, whether you would like to continue with the present system of editionwise advertisement rates offered by the Government or whether Government should revert to the system of allowing combined rates with appropriate discounts for multi-editions that was in vogue prior to 1995.
- Please state your views alongwith reasons for reverting to consolidated rate for any one edition with same RNI No. irrespective of the location of the printing.
- Please state whether separate Sunday Issue/ Edition with separate RNI No. (different from RNI No. for Weekdays Issue/ Edition) is published and if so, please state with reasons, whether you would like to have separate rate for Weekdays and Sunday Issue/Edition or a single rate for all the Issues/Editions.
- Please state whether you would accept Public Sector Undertakings' Advertisements routed through DAVP either at DAVP rates or at a different rate.
- Please state whether you have any electronic edition hosted over the internet and if so whether it carries any display advertisements. Details of the advertisement rates charges by you may please be furnished.
- Please indicate the name of the Authority for certifying the circulation numbers. (RNI/ABC/Cost/Chartered Accountant)
- Please enclose a brief note on the Printing Process/Technology adopted by your unit.
- Please enclose a copy each of all the editions of your multi edition newspaper published on the same day.
- Any other views/information, including your Comments on the existing formula or a suggested new formula, which you may consider relevant for fixation of fair DAVP rate structure by the Committee alongwith the reasons and your suggestions, if any.

TECHNICAL DETAILS OF NEWSPAPERS/PERIODICALS

(Statement to be given for separately for each edition of Newsprint/Periodical)

Name of the Newspaper/Periodical:

RNI No.

S.No.	Details	2006-07	2007-08	2008-09
1.	Standard size of the Newspaper/ Periodical: (a) Length in cms.	odicate aoga in 'o ba	enceronwige Risplandedswitch Britt precitors	rigera en era en era en (Pleze
	(b) Width in cms.	er sa. en/cel	intis inema	
2.	Average weight of the newsprint/ paper per sq. mtr. Of publication:			
	(a) Standard Newsprint (b) Glazed Newsprint	cements	rsvbA namos	
	(c) Other (if any)	ments	play Advertis	
	Average number of copies printed per day	zina	19059 stiani	
	for each edition/place of publication	Step ston is an of to notisning	Pleases endo	
	Average number of pages per issue (a) Main Newspaper (b) Supplement	and Colour	Rute) scharga for M semonk	
	(c) Sunday issue	ceveptint Par	On Standard	
	Average percentage of area printed to total available area	in case of m	for, all adillo editions)	
	Average percentage of advertisement space to the total printed area			

S.No.	Details	2006-07	2007-08	2008-09
	IS MEWSPAPERS/PERTODICALS		SCHNICAL	I
7.	Retail Price as on 31 st March (a) Normal Issue (b) Issue with Supplements (c) Sunday issue		errip ad old tre prosent s kraftwaziwasi co. no fizi ni	
8.	Commission given to Distributors/ Agencies/Wholesalers, etc. for distributing the newspapers/ periodicals (Please indicate the range in % terms)	ellin sventon to skearlahaveli son van sis	orti orni lo esst b le la di Marai	States and
9.	Adverisement rates per sq. cm/col. Cm as on 31 st March	Nondaya-	of Sunday 3	
	Card Rates	Crabe Indi	Mr. Of public	102 22 10
Plety Whet you (SH)	(a) Classified Advertisements (b) Display Advertisements (i) Front Page (ii) Back Page (iii) Inside Page (c) Other advertisements (Please enclose a note detailing the basis of determination of the Card Rate) (d) Surcharge for Multi Colour advertisement (i) On Glazed Paper	distant soles to a sole to	and Lession and a second and a second and a second and a second a	SECTOR A CONTROL OF A CONTROL O
	(ii) On Standard Newsprint Paper (Please indicate the above rates for all editions in case of multi- editions)	no stravito e nevolve, side se ca prime	He desirates or apultos septimo en espetimo en espetimo en	S Dymules of the DASA of the WA

S.No.	Details	2006-07	2007-08	2008-09
	DAVP Rates			
	(a) Classified Advertisements (b) Display Advertisements (i) Front Page (ii) Back Page (iii) Inside Page (c) Other advertisements (Please indicate the above rates for all editions in case of multieditions)			
10.	Rate of commission given to Advertising Agencies (Please indicate the range in % terms)			
11.	Discount given to major customers on Card Rate (Black & White and Colour) (Please indicate the range in % terms)			
12.	Average Circulation per day as Certified by the Certifying Authority (a) Weekdays (b) Sunday			

Statement - C

(Rupees in lakhs)

INCOME/EXPENDITURE DETAILS OF THE ORGANISATION (Statement to be given separately for each year, i.e. 2006-07, 2007-08 and 2008-09 Prov.)

S S	Details	Total as per P & L A/c	Newspape r-1	Newspaper-2	-1	and so on	Activities
5	INCOME						
1.	Advertisement Income Commercial DAVP Other		9:00 P	Astronia Support of Support Adv			500 to 100 m
-	Sale of Newspaper/Periodical						37
2	Sale of Newsprint Waste	4					
4	Income from Other Activities/Investments	200000000000000000000000000000000000000	-				
5.	Miscellaneous Income (Pl. specify)				in	District to the second	
	Total Income (Should tally with P & L Account)						
6	EXPENDITURE			0			
	Newsprint/Paper Cost				500		
	Process Materials/Stores Cost Ink Plates Other		e and Colour prins Se rema prins Se remai	Havid of the state	Polem to s	200	
6	Job Work for printing from Outside		200				
4	Employees Cost including Bonus		200		10 10		
	Newsgathering Expenses			100			
	Dispatch Cost			000			
7.	(a) On Sale of Newspaper/Periodicals (b) On Advertisements	(6) (6)	0. 608	2000			230
00	General & Administration Expenses						0.0
6	Provisions/Write Off						
10.		-	-				
=		1		91			
	The second secon	The second second		Management .	Darindica	1 Periodical-2	Othe

Profit/(Loss) before Interest &		Net Profit/(Loss) (C - D - E)			L Account (a) Imported (ii) Quality in terms of GSM (iii) Average Rate (Rs./MT) (ii) Quality in terms of GSM (iii) Average Rate (Rs./MT) (iii) Average Rate (Rs./MT) (iii) Average Rate (Rs./MT) (iii) Average Rate (Rs./MT)	Equipment and a series	(a) Imported (i) Quality (please specify) (ii) Quantity (No.) (iii) Average Rate (Rs./unit) (b) Indigenous
7					(i) Crately (c) (ii) Average Best (co) Engagerous (ii) Quality (nickee sweet), (iv) Quantity (co.)	ne (PL enectly) oute (alty with P 8/1	Druscoo
and so on					In the second se	Salary Salary	Stratement end density of Tensity
			100		36-5565 50-8095 (v) energy kro (1) An	eliase	314038
and so on				- Com S 100	enistalem era etauco (lastibolismos) (lastibolismos) (lastibolismos)	when books of action carries of actions of a	
Activities	The second			000	SE NEWSPARRAPER)	OTTUBE DETAILS O	PRINTER PROPERTY OF THE PROPER

Note: In case of periodicals, please furnish the details of cost of cover page.

INCOME/EXPENDITURE DETAILS OF NEWSPAPER/PERIODICAL (Newspaper/Periodical-wise)

(To be filled up only when books of accounts are maintained separately for each Newspaper/Periodical)

Name of the Newspaper/Periodical:

(Rupees in Lakha

S.No.	Details	2006-07	2007-08	2008-09
	INCOME			
A. 1.	Advertisement Income Commercial DAVP Other			
2.	Sale of Newspaper/Periodical Sale of Newsprint Waste Income from Other Activities/			
4.	Investments			
5. 6.	Miscellaneous Income (Pl. specify) Total Income (Should tally with P & L Account)			
В.	EXPENDITURE Name of the Paper Cost			
1. 2.	Newsprint/Paper Cost Process Materials/Stores Cost Ink Plates Other			
3.	Job Work for printing from Outside			
4.	Employees Cost including Bonus Newsgathering Expenses			
6. 7.	Dispatch Cost Commission (c) On sale of Newspaper/Periodicals (d) On Advertisements	3 3		
8.	General & Administration Expenses			
9.	Provisions/Write Off Depreciation	1 335	0.34 84	
10.	Total Expenditure (Should tally with P & L Account)			
c.	Profit/(Loss) before Interest & Income Tax (A – B)	A 100 M		
D.	Interest Paid			

S.No.	Details	2005-06	2006-07	2007-08
E	Income-Tax (if any)			
F.	Net Profit/(Loss) (C - D - E)		图 图 图	
G.	OTHER INFORMATION (as per P & L Account)			
1.	(A) Details of Newspaper/Paper used			
	(a) Imported (i) Quality in terms of GSM (ii) Quantity (MT)			
	(iii) Total Value (Rs. Lacs.) (iv) Average Rate (Rs./MT) (b) Indigenous			
	(i) Quality in terms of GSM (ii) Quantity (MT)			
	(iii) Average Rate (Rs./MT)			
	(B) Ink (a) Imported			
	(i) Quality (please specify) (ii) Quantity (Kg.) (iii) Average Rate (Rs./Kg.)			
	(b) Indigenous (i) Quality (please specify)			
	(ii) Quantity (Kg.) (iii) Average Rate (Rs./Kg.)			
	(C) Other major inputs like Plates, etc.			
	(a) Imported (i) Quality (please specify) (ii) Quantity (specify unit) (iii)			
	Average Rate (Rs./unit) (b) Indigenous (i) Quality (please specify) (ii) Quantity (specify unit) (iii)			

Note: In case of periodicals, please furnish the details of cost of cover page separately.

Details of Newsprint & Other Paper Consumed in Printing of Newspapers/Periodicals

Quantity & Value Reconciliation:

S.No.	Particulars	GSM	lwj	ported New	Imported Newsprint and Paper	aber	Indig	enous New	Indigenous Newsprint and Paper	aber
		Specification	200	2007-08	20	2008-09	2007-08	80-	200	2008-09
	restante.	d tuores	Qty.(MT)	Value (Rs. Lacs.)	Qty.(MT)	Value (Rs. Lacs.)	Otty.(MT)	Value (Rs. Lacs.)	Oty.(MT)	Value (Rs. Lacs.)
1	Opening Stock									
2	Purchases									
3	Total (1+2)									
4	Issues									
5	Shortages/write off									
9	Total (4+5)									
7	Closing stock (3-6)							10	1000000	10

Note: 1. Please cross-tally the figures with Stores records and P & L Account.

2. In case more than one GSM specification of newsprint/ paper is being used, this proforma may be given separately for each type of GSM specification used.