

Directorate of Advertising & Visual Publicity
Ministry of Information & Broadcasting
Government of India,
Soochna Bhavan, CGO Complex,
Lodhi Road, New Delhi

No. Dir(RR)/Rate Fixation Creative agencies/DAVP/2009

Dated : 08.07.2010

Subject : RATE CARD FOR THE CREATIVES OF EMPANELLED PRINT MEDIA
CREATIVES AGENCIES

The Rate Fixation Committee for the Print Media creatives has finalised the Rate Card. This is being circulated to all the empanelled Print Media Creative Agencies and also to the various client Ministries/Departments/PSUs of Govt. of India.

The Rate Card is given as under:

a. For creative and design rate is as follows:

1. Upto 150 sq cms Rs. 5000/-
2. Between 150 and 350 sq cms Rs. 15,000/-
3. Large size – above 350 sq cms Rs. 20,000/-

b.

For Art work (from low resolution to high resolution)	Rs. 5.00 for low resolution + Rs. 2.50 for high resolution i.e. Rs. 7.50 per sq cm
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c. The rates above 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.*

* In the event of DAVP signing a contract with any of the Photo Agencies etc, the rates according to DAVP's contract with such agencies shall be applicable.

d. Adaptation: Adaption would mean

- 1) any change in size of the creative with other creative inputs being the same;
- 2) language rendition of the creative;
- 3) any corrections of or change of the image or addition of a detail in the same template to suit the local requirements.
- 4) to include a logo of a State Government or any other logo as per the requirements of the campaign.

The rate being offered for the above is an additional 50% cost of the low resolution artwork plus 2.50/sq cm cost of the high resolution rates which is equal to the cost of low resolution art work only.

e. Translation**:

Upto 50 words:	Rs. 350/-
Above 50 words:	Rs. 450/-

** 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.

f. Revision cost of creative & art work: additional 25% of cost of art work***

***The revision cost comes into effect only in those cases where alteration would be suggested by DAVP or the client Ministry or Department after accepting the final art work. No revision cost is applicable for any changes suggested or made before accepting the final art work.

g. No payment shall be considered for proofing.

h. This issues with the approval of DG:DAVP


(K.S. Dhatwalia)
Addl. Director General