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NO.H.11019/1/2018-DTE.IPR
GOVERNMENT OF MIZORAM
DIRECTORATE OF INFORMATION & PUBLIC RELATIONS

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Dated Aizawl, the 31st August, 2018

To,

The Assistant Chief Electoral Officer,
Mizoram, Aizawl.

Subj :- **Advertisement Standard Rates.**

Sir,

With reference to your letter No.H.11018/15/2018-CEO dated 29/8/2018 regarding List of Standard Advertisement Rate Card, I am directed to inform you that the Department of Information & Public Relations had issued notification for advertisement rates for print Media only vide No.F.14018/1/98-IPR dated 27.2.2013. The Information & Public Relations Department has not made any notification regarding advertisement Rates for Electronic Media till date. However, the following are the current advertisement rates of Electronic Media in Aizawl for your information and reference.

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|----|--------------------|---------------------------------|-----------|
| 1. | LPS Cable TV | - 1) Scroll (12 hours) | - ₹ 500/- |
| | | 2) Video clip(1 minute) | - ₹ 500/- |
| 2. | ZONET Cable TV | - 1) Scroll(18 hours) | - ₹ 500/- |
| | | 2) Video clip(1 minute) | - ₹ 500/- |
| 3. | Doordarshan Kendra | -10 seconds video clip | - ₹ 354/- |
| 4. | All India Radio | -(10 seconds) - Primary channel | - ₹ 390/- |
| | | FM Zoawi | - ₹ 520/- |

Encl: I&PR Advt. Notification copy

Yours faithfully,

(ELALFAKZUALA)

Deputy Director,(Advt)

Information & Public Relations

Government of Mizoram.

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No.F.14018/1/98-IPR
GOVERNMENT OF MIZORAM
INFORMATION & PUBLIC RELATIONS DEPARTMENT

NOTIFICATION

Dated Aizawl, the 27th February, 2013

No.F.14018/1/98-IPR: In supersession of this Department's Notification of even No. Dt.5.01.2000, the Governor of Mizoram is pleased to enhance Advertisement Rates in local Newspaper as follows with immediate effect and until further order.

Classification	Existing Rate	Enhancement Rate
1. Classified Advertisement	₹80/- per Column	₹100/- per column
2. Display Advertisement	₹2500/-per full page	₹3000/-per full page

This issues with the concurrence of the Finance Department, Govt.of Mizoram vide their I.D.No.FIN(E)1593/2013 Dt.18.2.2013.

Sd/- C.THATKUNGA
Secretary to the Govt.of Mizoram
Information & Public Relations Department

Memo No.F.14018/1/98-IPR : Dated Aizawl, the 27th February, 2013

Copy to :

1. The Secretary to Governor, Mizoram.
2. The P.S to Chief Minister, Mizoram.
3. All P.S to Minister/M.O.S/ Speaker/Deputy Speaker, Govt of Mizoram.
4. The PPS to Chief Secretary, Govt of Mizoram
5. All Administrative Departments.
6. All Heads of Departments.
7. Director, Information & Public Relations Department.
8. Controller, Printing & Stationary with 6 (six) spare copies for publication in the Mizoram Gazette
9. All Treasury Officer, Mizoram
10. The President, Mizoram Journalist Association .
11. Guard File.

Chawngremthuangji
(CHAWNGREMTLUANGI)
Under Secretary to the Govt.of Mizoram
Information & Public Relations Department

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