

**GOVERNMENT OF ODISHA  
INFORMATION AND PUBLIC RELATIONS DEPARTMENT**

NO. IPR-AVP-PUB-002T-2017 \*\*\*\*11065

Date: - 14.12.17

**CLARIFICATION TO THE EXPRESSION OF INTEREST NOTIFICATION  
NO.10765/IPR, BBSR DATED 04.12.2017**

The intending web media players shall submit their proposal documents under the Letter Head of the Organisation mentioning all the requisite details as per the pre-qualification criteria along with supporting documents which will be considered as technical document for empanelment.

The Financial Bid should be submitted in the format at "A" & "B" of the Web Media Guidelines. In the Annexure "A", the rate in rupees shall be read as rate in rupees per week.

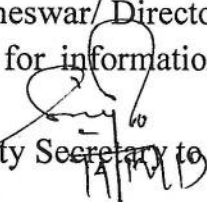
  
Director,

Information and Public Relations Department  
Government of Odisha, Bhubaneswar.

Memo No. 11066 /I&PR, BBSR.,

Dated 14.12.17

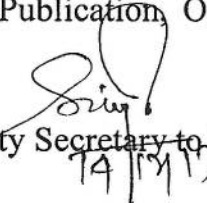
Copy forwarded to Director, Doordarshan Kendra, Bhubaneswar/ Director, All India Radio, Cuttack/ Representative of OCAC/IT Department for information and necessary action.

  
Joint Director-cum-Deputy Secretary to Govt.

Memo No. 11067 /I&PR, BBSR.,


Dated 14.12.17

Copy forwarded to the Director, Printing, Stationery & Publication, Odisha, Cuttack for information and necessary action.

  
Joint Director-cum-Deputy Secretary to Govt.

Memo No. 11068, Date 14.12.17

Copy forwarded to System Analyst for information and necessary action. He is requested to take appropriate steps for uploading the clarification of the Notification in the website of Information & Public Relations Department.

  
Joint Director-cum-Deputy Secretary to Govt.

Memo No 11069, Date 14.12.17

Copy forwarded to All Departments of Government for kind information.

Joint Director-cum-Deputy Secretary to Govt.

Memo No 11070, Date 14.12.17

Copy forwarded to Luminous Infosys., CSP to RTI Portal, RTI Central Monitoring Mechanism, I & PR Department for information and necessary action. They are requested to publish the Notification in the RTI Portal of Government of Odisha.

Joint Director-cum-Deputy Secretary to Govt.

Memo No 11071, Date 14.12.17

Copy forwarded to Dy. Secretary to Govt. (Advertisement Section) for information and necessary action. He is requested to publish the clarification in two leading Odia News Papers and one leading English daily on 15.12.2017.

Joint Director-cum-Deputy Secretary to Govt.

ANNEXURE-“A”

<b>30 Thousand and above Unique Users per Month (As per Google Analytics)</b>		
<b>Category A (Large)</b>	<b>Property</b>	<b>Rate (in Rupees)/per week</b>
	Web Banner (300x250 Pixels, 728x90 Pixels etc.),	
<b>20 Thousand to 30 Thousand Unique Users per Month (As per Google Analytics)</b>		
<b>Category B (Medium)</b>	<b>Property</b>	<b>Rate (in Rupees)/per week</b>
	Web Banner (300x250 Pixels, 728x90 Pixels etc.),	
<b>10 Thousand to 20 Thousand Unique Users per Month (As per Google Analytics)</b>		
<b>Category C (Small)</b>	<b>Property</b>	<b>Rate (in Rupees)/per week</b>
	Web Banner (300x250 Pixels, 728x90 Pixels etc.),	

ANNEXURE-“B”

<b>30 Thousand and above Unique Users per Month (As per Google Analytics)</b>		
<b>Category A (Large)</b>	<b>Property</b>	<b>Rate (in Rupees) /per week</b>
	Video Spots or related Government advertorial	
<b>20 Thousand to 30 Thousand Unique Users per Month (As per Google Analytics)</b>		
<b>Category B (Medium)</b>	<b>Property</b>	<b>Rate (in Rupees) /per week</b>
	Video Spots or related Government advertorial	
<b>10 Thousand to 20 Thousand Unique Users per Month (As per Google Analytics)</b>		
<b>Category C (Small)</b>	<b>Property</b>	<b>Rate (in Rupees) /per week</b>
	Video Spots or related Government advertorial	

