

GOVERNMENT OF ODISHA
INFORMATION AND PUBLIC RELATIONS DEPARTMENT

NOTIFICATION

File NO-IPR-AVP-MISC-0003-2020

4714

/IPR, BBSR

DATE

28/03/2020

Government of Odisha in Information and Public Relations Department have been pleased to formulate Policy Guidelines and Criteria for Empanelment of Web Medias for floating of Advertisement as follows.

Policy Guidelines and Criteria for Empanelment and Rate Fixation for Advertisements on
Web Media

1. Nodal Agency

I & PR Dept. shall be the nodal agency for all State Govt. Departments for advertising through I & PR DEPARTMENT-empanelled websites. All releases of such advertisements shall be through I & PR Department.

2. Criteria for Eligibility

- i. The website must be at least **One Year** old and must be continuously in operation under the same name (website address) for minimum of one year. The period shall be calculated backwards from the date on which the website applies for empanelment with I & PR Dept.
- ii. The website must have a minimum average Unique Users **One Lakh** per month (based on the data of six months immediately preceding the date of applying for empanelment).
- iii. The website must report their average monthly Unique User (UU) count of last six months, duly certified by the website's auditors. I & PR Dept. will cross-check the UU data submitted by the website through an internationally accepted and credible third-party tool that monitors website traffic in India.
- iv. The website must run Govt advertisements through a Third-Party-Ad Server (3-PAS) engaged by I & PR Dept. for providing all relevant reports linked with online billing and will be used for verification of bills for payment.
- v. As rules for newspapers/magazines, the decision of competent authority as notified by the State Government shall be final for empanelment of portals/websites. Objection in this regards can be decided in Bhubaneswar jurisdiction only.
- vi. Different websites belonging to one company / group can be empanelled, provided they separately / individually fulfil the UU count criteria. In other words, NO bunching / adding of UU count of the different websites of one group / company would be permitted. Also, such websites will be required to submit separate applications for each website.
- vii. I & PR Dept. reserves the right to decline empanelment or suspend empanelment of any website if its content is found to be anti-national / obscene / indecent / antisocial / violative

of communal harmony and national integrity etc., or deemed objectionable in any form as determined by the competent authority, or if the website acts in violation of the extant Cyber Laws of India or Websites published/edited/owned by persons convicted by court on anti-social activities shall not be considered for empanelment. Persons/agencies involved in anti social, anti national immoral activities shall not be considered for empanelment.

viii. The applications submitted directly by companies owning and operating the website will only be entertained. In other words, no intermediary agency is eligible to apply on behalf of a website or group of websites.

ix. I & PR Dept. advertisements / messages, released on behalf of Departments, must be displayed prominently for maximum viewership and to obtain the stipulated Click Through Rate (CTR).

x. The websites/portal must be compatible with other web mediums like twitter, facebook & whatsapp to read the content simultaneously.

3. Advertisement: Terms and Conditions

For the discovery of specific rates, the websites will be categorized into Category "A, B ,C & D" depending on their monthly Unique User count.

Minimum Unique User qualification count for each Category shall be:

Category	Unique Users Per Month (Average of last six months from within India)
A	50 Lakh and above Unique Users per month.
B	20 Lakh and < 50 Lakh Unique Users per month.
C	2.5 Lakh and < 20 Lakh Unique Users per month.
D	1 Lakh and < 2.5 Lakh Unique Users per month.

I. I & PR shall publish standard size web banners on the websites and the standard video Ads (rates will be in multiples of 5 seconds). I & PR shall release orders to websites for standard banner ads on Cost Per Thousand Impressions (CPTI) basis and a minimum Click-Through Rate (CTR) of 0.30 (i.e. 3 clicks per thousand impressions or 3000 clicks per million impressions) will be fixed across the categories, which should be reflected in the reports generated through the third-party server engaged by I & PR Dept. for payment purposes. CTR of less than 0.3 but up to 0.2 per Release Order will invite a deduction of 20 per cent in the billed amount. CTR of less than 0.2 but up to 0.1 per Release Order will invite a deduction of 30 per cent in the billed amount. CTR of less than 0.1 per Release Order will invite deduction of 50 per cent in the billed amount.

II. Advertisement shall be released to various agencies (as given in Performa at Annexure A) as per their respective categories.

III. The advertisements released by I & PR Dept (banners/video) shall be displayed on the home page as a lead display where news related to Odisha is published. Besides, the Director, I & PR Dept. may ask for display of a specific advertisement at a specific page or content of the website.

IV. The rates fixed by the DAVP shall be adopted by the I&PR Dept. on a proportionate basis. The rates shall be revised as and when the rates of DAVP are revised.

A. Standard Banners:

Banner sizes on Cost Per Thousand Impression (CPTI) basis:

- a. Banner size 300 X 250 Pixels:
- b. Banner size 728 x 90 Pixels :

B. Video Ads:

The video ads shall be released as per annexure A.

(Annexed Separately)

C. Fixed Banner / Property on Home Page:

I & PR Dept. will also release advertisements on the basis of "Fixed Property", only on first scroll of Home Page of a website, with minimum display size of 300X250 pixels. The rates for the fixed property, which shall be visible to all visitors to a website in a specified time-frame.

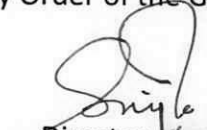
4. OTHER TERMS AND CONDITIONS

- i. Websites applying for empanelment will submit a self attested certificate under name, signature and seal of authorized signatory, stating that the information submitted by them is correct and they will abide by all Terms & Conditions of I & PR Dept. empanelment as well as the decision of I & PR Dept. regarding their empanelment. In case, the information submitted by the websites is found to be false / incorrect in any manner, the website can be suspended and / or debarred from empanelment or applying for empanelment for next three years.
- ii. The Unique User Data of each of the empanelled websites will be reviewed in every six months by the Committee set up under the I & PR Department and accordingly upwards / downwards revision of category (with corresponding rates) will be considered.
- iii. An empanelled website may be debarred from Govt. advt. from I & PR Dept. for the remaining period of its empanelment, if it refuses to accept and carry advertisements issued by I & PR Dept. on behalf of Departments/Agencies of State Govt.
- iv. Notwithstanding any of the provisions mentioned above for empanelment of websites and their rates and other terms and conditions, in case of any disagreement etc., decision of Director, I & PR Dept. shall be final.

5. DOCUMENTS TO BE SUBMITTED WITH THE APPLICATION:

- i. Document in support of Para 2 (i).
- ii. Unique User Count for last six months exactly preceding the month of application for empanelment, duly certified by the website's Auditors {Para 2 (ii)}.
- iii. Undertaking in the form of a certificate Para 4 (i) and acceptance to run campaigns and provide desired reports through I & PR-authorized server.
- iv. Draft of Rs. 5,000/- per application per website in the name of I & PR Department, Govt. of Odisha as processing fee (Non-refundable).

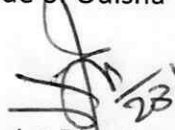
By Order of the Governor


Director (Tech.)
28/03/2020

Memo No 4715 // I& P.R., Dated 28/03/2020

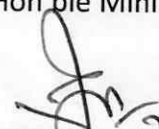
Copy forwarded to the Director, Printing, Stationary & Publication, Odisha, Madhupatna, Cuttack.

He is requested to publish the Notification in the next issue of Odisha Gazette and supply 100 Copies to this Department.


28/3/2020
Joint Director

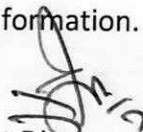
Memo No 4716 // I&PR, Dated 28/03/2020

Copy forwarded to P.S. to Hon'ble Minister I & P.R./ P.S. to Commissioner-cum-Secretary to Govt./ P.A. to Director, I& P.R. for kind information of Hon'ble Minister, I& P.R./ Commissioner-cum-Secretary/ Director, I & P.R. respectively.


28/3/2020
Joint Director

Memo No 4717 // I&PR, Dated 28/03/2020

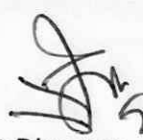
Copy forwarded to all Departments of Govt. of Odisha for information.


28/3/2020
Joint Director

Memo No 4718 // I&PR, Dated 28/03/2020

Copy forwarded to System Analyst for information and necessary action.

He is requested to take appropriate steps for uploading the Notification in the website of I & P.R. Department.


28/3/2020
Joint Director

Annexure: A

Category:	Property Rate	CPTI (In Rs.)
50 Lakh and above	300x250 pixel banner ad	45
	728x90 pixel banner	55
	Fixed slot (6pm to 12 midnight)	35000
	Fixed slot (12 mn to 6 am)	50000
	Fixed slot (6 am to 12 noon)	100000
	Fixed slot (12 noon to 6pm)	100000
	Fixed slot (24 hours)	150000
	Video ads/5 Seconds	50
	300x250 pixel banner ad	45
	20 Lakh to less than 50 lakh	728x90 pixel banner
Fixed slot (6pm to 12 MN)		14000
Fixed slot (12 MN to 6 am)		20000
Fixed slot (6 am to 12 noon)		40000
Fixed slot (12 noon to 6pm)		40000
Fixed slot (24 hours)		60,000
Video ads/05 sec		20
Category C	300x250 pixel banner ad	45
	2.5 lakh to less than 20 lakh	728x90 pixel banner
Fixed slot (6pm to 12 MN)		1750
Fixed slot (12 MN to 6 am)		2500
Fixed slot (6 am to 12 noon)		5000
Fixed slot (12 noon to 6pm)		5000
Fixed slot (24 hours)		7500
Video ads/05 sec		2.50
Category D	300x250 pixel banner ad	45
	1 lakh to less than 2.5 lakh	728x90 pixel banner
Fixed slot (6pm to 12 midnight)		700
Fixed slot (12 mn to 6 am)		1000
Fixed slot (6 am to 12 noon)		2000
Fixed slot (12 noon to 6pm)		2000
Fixed slot (24 hours)		3000
	Video ads/5 Seconds	1.00