

DETAILED SCOPE OF PUBLICATION OF NIT'S AND OTHER GIVEN BELOW.

a) The tender notice for E-Tender as well as manual tender shall be consolidated as applicable and printed as per the specifications given below.

Width of the NIT shall be 8 cm or two columns of newspapers.

Font used in titles: Arial narrow size 10.

Font used in contents: Arial narrow size 8

(as per sample attached)

b) The advertisement to be released from our Mumbai, Chennai, Hyderabad, Indore, Kolkata and Mysore unit.

c) Advertisement shall be published in newspaper as approved by this Directorate.

d) Advertisement articles received from 6 units shall be published as per following annexure only:-

Mumbai	:	As per Annexure 1
Chennai	:	As per Annexure 2
Hyderabad	:	As per Annexure 3
Indore	:	As per Annexure 4
Kolkata	:	As per Annexure 5
Bengaluru	:	As per Annexure 6

e) Annexure-1 to 6 may be reviewed on a quarterly basis by the Department and modified media plan, if any will be communicated for publication.

f) The agency should ensure the list follows Government guidelines.

g) Advertisement for two unit of Mumbai shall be consolidated & to be published in the same slot. If requisition received on the same day.

h) The advertisement matter will be emailed to you from our office or you shall arrange to collect the same from this office on telephonic intimation.

i) It will be the responsibility of the Advertising Agency to co-ordinate with the concerned offices of the Press / Print Media to ensure that the advertisement is published on time in newspapers specified by the Department.

