



Government of India
Employment News/Rozgar Samachar
(Publications Division, Ministry of I&B)
Soochna Bhawan, CGO Complex, Lodhi Road,
New Delhi -110003



ATTENTION: ADVERTISERS

TECHNICAL DATA

The advertisement Rate Card and Technical Specifications are to be strictly adhered to for publishing advertisements in Employment News along with Rozgar Samachar (Hindi & Urdu editions).

Rate Card

PARTICULARS	NEW RATE (w.e.f 03.01.2022)
Rate (Black & white)	Rs. 41.18 per sqcm
Rate for Print + website (10% Extra)	Rs. 45.30 per sqcm
Rate for Colour Advertisements (40% Extra)	Rs. 57.65 per sqcm
Colour+print+website	Rs. 61.77 per sqcm

Terms & Conditions:

1. Font size of the text of advertisement should be Arial and Minimum of 9 point size.
2. Line Spacing: 2 point.
3. Size of 1 column: 5 cm. The width of the advertisement has to be in multiples of five (5, 10, 15, 20, 25)
4. Number of columns: 5 columns (25 cm page width).
5. Maximum Height: 38 cm.
6. Size of one full page: 38 cm height X 25 cm width.
7. Minimum size of the advertisement: 200 sq.cm (approximate).
8. Billing of space will be height X 5 cm (1 col), 10 cm (2 col), 15 cm (3 col), 20 cm (4 col) and 25 cm (5 col) as the case may be (height X width would be in round figure).
9. The space consumed by the key number printed with the advertisement will be taken into consideration for billing the advertisement
10. Advertisement has to be provided 12 days in advance along with English and Hindi material (hard print + soft copy). The advertisement text has to be in PDF/MS Word while sending the soft copy (CD).
11. All the advertising agencies have to provide a copy of the work order issued by the client.
12. Advertisement must provide details of the post, No. of post, classification, particulars of pay, qualification and last date etc.
13. The mode of payment is through Demand Draft in the name of Employment News payable at New Delhi or RTGS in the Bank as detailed below.
 - a) **Name of the account holder: P&AO (M/o I &B, Employment News.)**
 - b) **Bank details:**
 - (1) **Bank Name - State Bank of India**
 - (2) **Branch Name with complete address: New Delhi Main Branch, Parliament Street, New Delhi-110001.**
 - (3) **IFSC CODE - SBIN0000691**
 - (4) **Bank account number - 11084278558.**
 - (5) **MICR CODE of Bank - 110-002- 087.**
 - (6) **The UTR number may be sent by email-id (enewsadv@yaho.com).**

Ikra Khan
Editor (Adv)
011-24369429, 24369430