



**Department of Information and Publicity  
Government of Goa**

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No. DI/INF/130/Card Rate/ECI/2023 / 5909

Date: 03/11/2023  
06

To,  
The CEO,  
Office of the Chief Electoral Officer,  
Altinho Panaji Goa.

Sub: Regarding Rate of Advertisement.  
Ref:491/SM/2023/7/Communication dated 27<sup>th</sup> October, 2023

Sir,

With reference to above cited subject and letter please find enclosed herewith the rate available with this Department for Newspaper, TV Channels and Radio for your kind consideration. The Department of Information and Publicity is releasing display advertisement to enclosed media (Print, Electronics and Radio media) as per the said rate.

It may be noted that the Department releases advertisement issued by Office of Chief Electoral Officer and long run public campaign of the Government is considered on classified rate fixed by the Government with 50% premium for colour advertisement.

Yours faithfully,

**(Dipak Bandekar)**

Director, Information & Publicity

**Details of card rate for Display Advt. and Government Approved classified A for local Newspapers**

	Name of Newspapers	Color Display Advt. rate (Rs.Per Sq.Cm)	Colour Display after 25% discount	B/W Display Advt. rate (Rs.Per Sq.Cm)	B/W Display after 25% discount	Government Approved Classified Advertisements Rates (Rs.in Sq.Cm)
1	The Navhind Times	300	<b>225</b>	150	<b>112.5</b>	29.25
2	Herald	300	<b>225</b>	150	<b>112.5</b>	29.25
3	Times of India	250	<b>187.5</b>	170	<b>127.5</b>	29.25
4	The Goan Everyday	250	<b>187.5</b>	150	<b>112.5</b>	22.5
5	Gomantak	450	<b>337.5</b>	225	<b>168.75</b>	22.5
6	Tarun Bharat	450	<b>337.5</b>	300	<b>225</b>	22.5
7	Lokmat	400	<b>300</b>	200	<b>150</b>	29.25
8	Pudhari	300	<b>225</b>	150	<b>112.5</b>	11.25
9	Navprabha	150	<b>112.5</b>	100	<b>75</b>	11.25
10	Dainik Herald	250	<b>187.5</b>	125	<b>93.75</b>	11.25
11	Goa Times	80	<b>60</b>	40	<b>30</b>	11.25
12	Goan Varta	320	<b>240</b>	160	<b>120</b>	22.5
13	Bhaangar Bhuin	200	<b>150</b>	150	<b>112.5</b>	22.5
14	Sanatan Prabhat	125	<b>93.75</b>	75	<b>56</b>	11.25
15	Goemkarponn	150	<b>112.5</b>	150	<b>113</b>	N.A

**ANNEXURE II**

<b>Advertisement Rates of TV Channels</b>				
			Amount in Rs.	
	TV Channel AV			
Sr. No.	Channels	Rate per day	Insertion per day	Duration ( in seconds)
1	Goa 365	7000	10	30
2	In Goa	5500	10	30
3	Prudent	12390	10	30
4	RDX	4500	15	15
5	Goa Plus	3500	10	30
6	Prime	2500	15	30
7	Goan Varta Live	3000	20	30
8	Gomantak TV	3000	20	30
9	Herald TV	2000	20	30
	<b>Scroll Rate</b>			
Sr. No.	Channels	Rate per day	Insertion per day	Duration ( in seconds)
1	Goa 365	3000	50	30
2	In Goa	4000	60	20
3	Prudent	4200	60	30
4	RDX	3600	25	20
5	Goa Plus	2500	50	40
6	Prime TV	1800	80	30
7	Goan Varta Live	2000	120	30
8	Gomantak TV	2000	120	30
9	Herald TV	1500	100	30

<b>L Band Advt. Rate</b>				
Sr. No.	Channels	Rate per day	Insertion per day	Duration ( in seconds)
1	Goa 365	NA		
2	In Goa	3500	10	10
3	Prudent	4200	10	10
4	RDX	2700	5	20
5	Goa Plus	2000	10	30
6	Prime TV	2500	10	30
8	Gomantak TV	3000	10	30
9	Herald TV	4000		

**ANNEXURE III**

**Advertisement Rates of Radio  
Channels**

<b>Sr. No.</b>	<b>Channels</b>	<b>Rate per 10 sec (inRs)</b>
1	<b>Big FM 92.7</b>	245
2	<b>Indigo 91.1</b>	245
3	<b>All India Rate</b>	