



GOVERNMENT OF KERALA

Abstract

Information & Public Relations Department - Government Advertisement - Empanelment of Online Media - Extension of the Media List and Advertisement Rates - Orders issued.

INFORMATION & PUBLIC RELATIONS (D) DEPARTMENT

G.O.(P)No.1/2025/I&PRD Dated,Thiruvananthapuram, 07-03-2025

Read 1. G.O (Rt) No. 287/ 2017/1 & PRD Dated: 23.09.2017

2. G.O (P) No. 1/2021/I &PRD Dated :18.01.2021

3. Notification No. PNX-682/ 2021/Dated: 06.02.2021

4. G.O (Rt) No. 185/2021/I & PRD Dated: 22.11.2021

5. G.O(P) No. 1/2023/I&PRD, dtd. 19.10.2023

6. Minutes of the Standing Committee Meeting held on 03.05.2024.

7. Rate Contracts executed vide D3/60/2023/I&PRD, dtd. 22.10.2024 between the Director, I&PRD and the Editor / the Advertisement Manager of Online Media concerned.

ORDER

As per Government Order read as the 1st paper above a Committee was constituted for the purpose of conducting a scientific study on the fixation of advertisement rates for Print/Television/ Online Media.

As per Government Order read as the 2nd paper above, Government have approved the recommendations of the Committee with regard to online media. As per notification read as the 3rd paper above applications were invited for the empanelment of online media and issued Media List and advertisement rates of online media vide G.O read as the 5th paper above observing usual formalities.

The Empanelment and Grievances Redressal Standing Committee constituted as per the 4th paper read above convened meeting on 03.05.2024. The Committee examined and scrutinised the received applications thoroughly. Pursuant to the rate contract executed as per the 7th paper read above, Government are pleased to enlist the online media in the media list in continuation to the G.O read as the 5th paper above and to fix the rate as detailed below.

Sl. No	Name and Address	Unique visitors/month	Rate per Day		
			728 x 90 px Top Banner	300x250 px Side Square	Video Ad. (30 seconds)
Category I					
1	www.thehindu.com	14129847	3230	1700	2295
2	www.thehindubusinessline.com	2841467	3230	1700	2295
3	www.metrovaartha.com	250787	2550	1360	1955
Category II					
4	mediaoneonline.com	1316667	3230	1700	2295
Category III					
5	www.truecopythink.media	147093	1360	850	1020
6	www.anweshanam.com	105263	1360	850	1020
7	malayalamsamayam.com	4627354	1700	1020	1360
8	www.metrojournalonline.com	105000	1360	850	1020
9	www.kasargodvartha.com	728760	1530	935	1190

The empanelment is based on the terms and conditions specified in the Government Order read as the 2nd paper above and also in accordance with the terms and conditions stipulated in the rate contracts read as the 7th paper above.

This media list and advertisement rates of the Online Media will remain valid along with the G.O read as the 5th paper above until a new Government Order comes into force in this regard.

(By order of the Governor)
SYAM V
JOINT SECRETARY

To:

Online Media concerned

All Heads of Departments

All Departments in Secretariat

The Registrar, All Universities

Head of the various Boards, Corporations, Local Self Government

Institutions, Autonomous Bodies, Public Sector Undertakings, Govt.Missions

Various Govt. Commissions, Govt. owned companies

Private Secretary to the Hon'ble Chief Minister
Private Secretaries to all Ministers
PA to the Chief Secretary
CA to the Secretary, I&PRD
CA to the Director, I&PRD
All Deputy Directors, Regional Deputy Directors, I&PRD
Information Officer (Advt & Mktg)
All District Information Officers
The Registrar, C-DIT, Thiruvananthapuram
PRD Website
Stock file /Office copy

Forwarded /By order

Section Officer