



GOVERNMENT OF KERALA

Abstract

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

INFORMATION & PUBLIC RELATIONS (D) DEPARTMENT

G.O.(P)No.1/2023/I&PRD Dated, Thiruvananthapuram, 19-10-2023

Read 1 G.O (Rt) No. 287/2017/I & 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 Minutes of Standing Committee Meeting held on 21.12.2021 and 04.03.2022.

6 Rate Contracts executed between the Director, I & PRD and Editor / Advertisement Manager of Online Media Concerned.

ORDER

As per Government Order read as 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 2nd paper above, Government have approved the recommendations of the Committee with regard to online media. As per notification read as 3rd paper above applications were invited for the empanelment of online media.

The Empanelment and Grievances Redressal Standing Committee constituted as per 4th paper read above convened meeting on 21.12.2021 and 04.03.2022. The Committee examined and scrutinised the received applications thoroughly. Pursuant to the rate contract executed as per 6th paper read above, Government are pleased to enlist the online media in the media list and to fix the rate as detailed below.

Category - 1

| Sl. No. | Name and Address | Rate per Day | | |
|---------|-------------------------|-----------------------------|-------------------------------|---------------------------|
| | | Top Banner (728 X 90 px) | Side Square (300 X 250 px) | Video Ad. (30 seconds) |
| 1 | www.sirajlive.com | 2550 | 1360 | 1955 |
| 2 | www.keralakaumudi.com | 3230 | 1700 | 2295 |
| 3 | www.madhyamam.com | 3230 | 1700 | 2295 |
| 4 | www.deshabhimani.com | 2890 | 1530 | 2125 |
| 5 | www.janayugomonline.com | 2890 | 1530 | 2125 |
| 6 | www.kaumudiplus.com | 3230 | 1700 | 2295 |
| 7 | www.chandrikadaily.com | 3230 | 1700 | 2295 |
| 8 | www.kalakaumudi.com | 3230 | 1700 | 2295 |
| 9 | www.janmabhumi.in | 2890 | 1530 | 2125 |
| 10 | www.rashtradeepika.com | 2550 | 1360 | 1955 |
| 11 | www.mathrubhumi.com | 2550 | 1360 | 1955 |
| 12 | www.suprabhaatham.com | 2550 | 1360 | 1955 |
| 13 | www.mangalam.com | 3230 | 1700 | 2295 |
| 14 | www.deepika.com | 2550 | 1360 | 1955 |
| 15 | www.manoramaonline.com | 3230 | 1700 | 2295 |
| 16 | www.globalmalayalee.in | 3230 | 1700 | 2295 |

Category - 2

| Sl. No. | Name and Address | Rate per Day | | |
|---------|------------------------|-----------------------------|-------------------------------|---------------------------|
| | | Top Banner (728 X 90 px) | Side Square (300 X 250 px) | Video Ad. (30 seconds) |
| 17 | www.asianetnews .com | 3230 | 1700 | 2295 |
| 18 | www.reporterlive.com | 3230 | 1700 | 2295 |
| 19 | www.mathrubhuminews.in | 3230 | 1700 | 2295 |

| | | | | |
|----|---------------------------|------|------|------|
| 20 | www.kairalinewsonline.com | 3230 | 1700 | 2295 |
| 21 | www.malayalam.news18.com | 3230 | 1700 | 2295 |
| 22 | www.manoramanews.com | 3230 | 1700 | 2295 |

Category - 3

| Sl. No | Name and Address | Rate per Day | | |
|--------|----------------------------|-----------------------------|-------------------------------|---------------------------|
| | | Top Banner (728 X 90 px) | Side Square (300 X 250 px) | Video Ad. (30 seconds) |
| 23 | www.malayalam.webdunia.com | 1700 | 1020 | 1360 |
| 24 | www.ml.mixindia.com | 1700 | 1020 | 1360 |
| 25 | www.malayalilife.com | 1360 | 850 | 1020 |
| 26 | www.journalistonlive.com | 1700 | 1020 | 1360 |
| 27 | www.keralaonlinenews.com | 1530 | 935 | 1190 |
| 28 | www.azhimukham.com | 1360 | 850 | 1020 |
| 29 | www.onlinekeralanews.com | 1530 | 935 | 1190 |
| 30 | www.sathyamonline.com | 1700 | 1020 | 1360 |
| 31 | www.newsthen.com | 1360 | 850 | 1020 |
| 32 | www.bignewslive.com | 1700 | 1020 | 1360 |
| 33 | www.thecue.in | 1700 | 1020 | 1360 |
| 34 | www.southlive.in | 1700 | 1020 | 1360 |
| 35 | www.truevisionnews.com | 1360 | 850 | 1020 |

| | | | | |
|----|------------------------------|------|------|------|
| 36 | www.expresskerala.com | 1360 | 850 | 1020 |
| 37 | www.b4blaze.com | 1700 | 1020 | 1360 |
| 38 | www.pathanamthittamedia.com | 1360 | 850 | 1020 |
| 39 | www.doolnews.com | 1700 | 1020 | 1360 |
| 40 | www.kvartha.com | 1700 | 1020 | 1360 |
| 41 | www.eastcoastdaily.com (mal) | 1530 | 935 | 1190 |
| 42 | www.nerariyan.com | 1360 | 850 | 1020 |
| 43 | www.realnewskeerala.com | 1530 | 935 | 1190 |
| 44 | www.metromatinee.com | 1700 | 1020 | 1360 |
| 45 | www.malayalivartha.com | 1700 | 1020 | 1360 |
| 46 | www.malayalamexpress.in | 1530 | 935 | 1190 |

The empanelment is based on the terms and conditions specified in the Government Order read as 2nd paper above and also in accordance with the terms and conditions stipulated in the rate contracts read as 6th paper above.

This media list / Advertising rate will remain valid until a new Government Order in this regard comes into force.

(By order of the Governor)
SYAM V
DEPUTY 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

