



GOVERNMENT OF KERALA

Abstract

INFORMATION AND PUBLIC RELATIONS DEPARTMENT—UPDATING MEDIA LIST AND
REVISION OF RATES OF DAILIES FOR THE YEAR 2014-15—ORDERS ISSUED

INFORMATION AND PUBLIC RELATIONS (D) DEPARTMENT

G. O. (P) No. 17/15/I&PRD. Dated, Thiruvananthapuram, 8th December, 2015.

- Read:*—1. G. O. (P) No. 8/99/PR dated 7-7-1999.
2. G. O. (P) No. 02/12/I&PRD dated 30-1-2012.
3. G. O. (P) No. 1/13/I&PR dated 22-1-2013.
4. G. O. (Ms.) No. 4/14/I&PR dated 4-3-2014.
5. G. O. (Rt.) No. 373/15/I&PRD dated 1-8-2015.

ORDER

Government as per G. O. read as 1st paper above have issued the rules and regulations for publication of advertisement in print media. Accordingly the Media List for the year 2012-13 had been issued as per G.Os. read as 3rd paper above. As per G.O. read as 4th paper above it was proposed for an increase of 10% rate hike for all regional dailies in ABCD category from 1-4-2014. Government had ordered 10% rate hike for all regional dailies in ABCD category from 1-4-2014 on the existing Media List published vide order read as 5th paper above.

After verification of the ABC report and the Circulation details from the concerned Regional Deputy Directors, Rate Contracts have been executed with the dailies for the year 2014-2015.

In the above circumstances Government are pleased to revise the Media List and the rates of the dailies for the year 2014-2015 as detailed below. The new rates will be applicable for all release orders issued from 1-4-2015.

A discount of 15% will be allowed on all advertisements issued for publication by various Government departments either through this department or directly.

<i>Sl. No.</i>	<i>Name of Daily</i>	<i>Edition</i>	<i>Category</i>	<i>Rate Col.cm</i>
(1)	(2)	(3)	(4)	(5)

MALAYALAM DAILIES

Category—D

1	Deshabhimani	Kozhikkode	B	98
		Kannur	C	182
		Kochi	C	132
		Kottayam *	B	85
		Malappuram	B	72
		Thiruvananthapuram	C	124
		Thrissur	C	141
		All Editions	D	495

Category—C

2	Big News	Kollam	B	41
		Thiruvananthapuram	B	55
		Kochi	B	98
		Kozhikkode	A	42
		All Editions	C	165

