

# Draft Guidelines and Criteria for Empanelment and Rate Fixation for Delhi Government Advertisements on Websites

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## 1. Nodal Agency

DIP shall be the nodal agency for all Delhi Government departments for advertising through DIP-empanelled internet websites. All releases of such advertisements shall be through DIP. However, autonomous bodies can, if they so wish, release advertisements directly, but at DIP rates to websites empanelled with DIP.

## 2. Empanelment of Websites

DIP will empanel websites in Category A, B, and C depending on their monthly Unique User count. Minimum Unique User qualification count for each Category shall be:

Category	Unique Users Per Month (Average of last six months from within India)
<b>A</b>	5 Million (50 lakh) and above OR DAVP Empaneled website (Category A)
<b>B</b>	2 Million (20 lakh) to less than 5 million OR DAVP Empaneled website (Category B)
<b>C</b>	0.25 Million (2.5 lakh) to less than 2 million OR DAVP Empaneled website (Category C)

### **3. Criteria for Eligibility**

- A. Any website empanelled with DAVP will be deemed to be empanelled with DIP as per criteria under which it is empanelled with DAVP.
- B. The empanelment for new websites with DIP in Category A, B and C will be at prices defined by DAVP.
- C. Any website which is not empaneled in DAVP in any category can apply for empanelment directly with DIP in any of the 3 categories.
- D. The website must be at least ONE year old and must continuously be in operation under the same name (website address) for a minimum of one year. The period shall be calculated backwards from the date on which the website applies for empanelment with DIP.
- E. The website must have a minimum Unique Users per month as prescribed in Section 2 - Empanelment of Websites (based on the data of six months immediately preceding the date of applying for empanelment).
- F. The website must report their average monthly Unique User (UU) count as prescribed in Section 2 - Empanelment of Websites of the last six months, duly certified by the authorized person should be submitted to DIP. The DIP will cross check the UU Data submitted by the website through getting viewable or higher level of access to google analytics of the website or of any other website or by any Credible third Party tool that monitors website traffic.
- G. The website must run Government advertisements through a Third-Party-Ad- Server (3-PAS) approved or engaged by DIP for providing all relevant reports and will be used for verification of bills for payment.
- H. Only the websites which are owned and operated by companies that are incorporated in India will be considered for empanelment. However, websites owned by foreign companies / origin may be eligible if such websites have a wholly owned company registered and operating in India, which looks after their Indian advertisement business. In such cases, the Indian branch of foreign company must be at least one year old.
- I. This bid is open to only non-government websites. Government websites will be empanelled if they accept the rates offered to other similar category websites and Ad properties by DIP, provided the number of unique users is as per the criteria for that category.
- J. Different websites belonging to one company / group can be empanelled, provided they separately / individually fulfill the UU count criteria. In other words, NO bunching / adding of UU count of the different websites of one group / company would be permitted. Also, such websites will be required to submit separate applications for each website.
- K. DIP reserves the right to decline empanelment or suspend empanelment of any website if its content is found to be anti-national / obscene / indecent / anti- social / violative of communal harmony and national integrity etc., or deemed objectionable in any form as determined by the competent Committee, or if the website acts in violation of the extant Cyber Laws of India.

- L. The applications submitted directly by companies owning and operating the website will only be entertained. In other words, no intermediary agency is eligible to apply on behalf of a website or group of websites.
- M. DIP advertisements / messages, released on behalf of Delhi Government Departments, must be displayed prominently for maximum viewership and to obtain the stipulated Click Through Rate (CTR).

#### **4. COMMERCIAL BID**

- A. All the websites which are already empanelled in DAVP will be deemed to be empanelled.
- B. DIP will give work order on rates prescribed by the DAVP. However, the rates fixed for any category cannot be more than the rate prescribed for the immediate higher category.
- C. DIP shall publish standard size web banners on the websites and the standard video Ads (rates will be in multiples of 5 seconds). DIP will offer rates to websites for standard banner ads on Cost Per Thousand Impressions (CPTI) basis and a minimum Click-Through Rate (CTR) of 0.30 (i.e. 3 clicks per thousand impressions or 3000 clicks per million impressions) will be fixed across the categories, which should be reflected in the reports generated through the third-party server engaged by DIP for payment purposes. CTR of less than 0.3 but up to 0.2 per Release Order will invite a deduction of 20 per cent in the billed amount. CTR of less than 0.2 but up to 0.1 per Release Order will invite a deduction of 30 per cent in the billed amount. CTR of less than 0.1 per Release Order will invite deduction of 50 per cent in the billed amount. The rates shall be determined based on the process detailed below.
- D. Empanelment will be given only when the applicant accepts the rates fixed by DAVP or DIP (whichever is applicable).
- E. First time rate fixation will be done for Category D and E through a tender process. The applicant website should quote separate rates for the different ad properties (as given in Performa at Annexure A) as per the respective Category that they fall in.
  - a. **Standard Banners:** Rates are to be quoted in Rs. for following banner sizes on Cost Per Thousand Impression (CPTI) basis:
    - i. Banner size 300 X 250 Pixels
    - ii. Banner size 728 x 90 Pixels
  - b. **Video Ads:** The applicants have to quote rates in Rs. per five seconds for the video Ads.
  - c. **Fixed Banner / Property on Home Page:** DIP will also release advertisements on the basis of "Fixed Property", only on the first scroll of Home Page of a website, with a minimum display size of 300X250 pixels. The rates for the fixed property, which shall be visible to all visitors to a website in a specified time-frame, will have to be quoted separately on a six-hour slot (6 am to 12 noon, 12 noon to 6 pm, 6 pm to 12 midnight, 12 midnight to 6 am) / window basis, as well as for 24 hours.
  - d. **Fixed Video Ads on Home Page:** DIP will also release advertisements on the basis of "Fixed Video Ads", only on the first scroll of Home Page of a website. The rates for

the fixed video ads, which shall be visible to all visitors to a website for one or more days as per requirement, will have to be quoted for a 24 hour slot.

- F. The lowest rate for a particular ad property quoted in a particular Category shall be the base rate for that ad property in the respective Category.
- G. To avoid multiplicity of panels, the panel for banner and video ads in each category (namely A, B, C, D & E) shall be formed on the basis of quotations obtained for the standard 300X250 pixel size only. In addition, L1 websites for 728X90 pixel size and Video Ads respectively shall also be empanelled in each category, and the L1 rates obtained for these shall be offered to the websites in the panel formed on the basis of quotations obtained for 300X250 pixel size.
- H. The minimum base rate quoted in a category for the 300 X 250 pixel banner ad would be offered first to 75% of the applicant websites in that category found eligible on the basis of minimum UU data, who quoted the next lowest rate for the 300 x 250 Pixels standard banner. In case, some websites do not accept the minimum rate in a category, other qualified websites in the category (equal to the shortfall from the target of 75% of the eligible websites in a category) would be offered the rate based on the principle of "first offer to the lowest rate offering website".
- I. The panel for the six-hour slot fixed property shall be separate from the banner ad panel, and shall be formed on the basis of first offer to 75% of lowest quotations obtained in each category for the 6 pm to 12 midnight slot of six hours. In addition, L1 website each for 12 midnight to 6 am, 6 am to 12 noon and 12 noon to 6 pm slots respectively shall also be empanelled in the fixed property panel, and the L1 rates obtained for these shall be offered to the websites in the fixed property panel formed on the basis of quotations obtained for 6 pm to 12 mid-night slot.
- J. The panel for the 24 hour fixed banner property shall be separate, and shall be formed on the basis of the first offer to 75% of lowest quotations obtained in each Category. The panel for the 24 hour fixed video ad shall also be separate, and shall be formed on the basis of first offer to 75 % of lowest quotations obtained in each Category.
- K. DIP reserves the right to reject the lowest rate quoted in a Category as the base rate of that Category, if it is more than the base rate quoted in any higher categories.
- L. All rates quoted will be net rates. However, applicable GST shall be paid by DIP.
- M. The website will have to submit bills ONLINE and also PHYSICAL bills within 15 days from the last day of the Release Order, along with a campaign report that will mention the number of impressions generated and the CTR.
- N. DIP-empanelled websites will place all DIP released advertisements only through the Third-Party-Ad-Server (3-PAS) engaged by DIP. However, in case of DIP deciding to accept reports from a third-party server engaged by the empanelled websites for recorded reasons, DIP will not bear any cost in this regard and the entire expenditure on engagement of Third-Party Server will be borne by the website only. The reports, however, will still have to be

generated and submitted as mentioned in the paragraph above as the same will be required to verify the campaign credentials and processing of bills.

- O. It will be the responsibility of the website owner to comply with extant rules and regulations as prescribed by the Government.
- P. There will be no change in rates once offered to and accepted by an empanelled website for the entire period of empanelment till the time rates are:
  - a. Revised by either DAVP or DIP
  - b. If the company/website provides documents related to eligibility to higher category
- Q. The cost of all technical requirements, such as adapting the design format provided by DIP to the website's format, shall be borne by the website.

## **5. OTHER TERMS AND CONDITIONS**

- A. Websites applying for empanelment will submit a notarized certificate under name, signature and seal of authorized signatory, stating that the information submitted by them is correct and they will abide by all Terms & Conditions of DIP empanelment as well as the decision of DIP regarding their empanelment. In case, the information submitted by the websites is found to be false / incorrect in any manner, the website can be suspended and / or debarred from empanelment or applying for empanelment for next three years.
- B. Empanelment and advertisement rates finalized shall be valid for two years as per clause 4 (P). If a website is rejected by either DAVP or DIP, it can submit a fresh application only after one month.
- C. The Unique User Data of each of the empanelled websites will be reviewed in the first week of April every year by DIP and accordingly, upwards / downwards revision of category (with corresponding rates) will be considered. Director, DIP's decision will be final in this regard.
- D. An empanelled website may be debarred from Govt ads from DIP, for the remaining period of its empanelment, if it refuses to accept and carry advertisements issued by DIP.
- E. Notwithstanding any of the provisions mentioned above for empanelment of websites and their rates and other terms and conditions, in case of any disagreement etc., decision of Director, DIP shall be final.
- F. Copy of all the documents which are required to submit for the empanelment should be sent in hard copy as well to the DIP office, With text "Empanelment of the website in Category - A/B/C/D/E " clearly written on top of it.

## **6. DOCUMENTS TO BE SUBMITTED WITH THE APPLICATION FOR EMPANELLING WITH DIP:**

- A. Request letter for empanelment (Annexure -A)
- B. Certificate of Incorporation.

- C. Undertaking in the form of a certificate and acceptance to run campaigns and provide desired reports through DIP-authorized server.
- D. Draft of Rs. 5,000/- per application per website in the name of Accounts Officer, DIP as processing fee (non-refundable).
- E. Unique User Count for the last six months exactly preceding the month of application for empanelment.

## ANNEXURE - A

**To,**

**Date:**

The Director  
Directorate of Information & Publicity (DIP)  
Near Vidhan Sabha Metro Station Gate No.2,  
Khyber Pass, Civil Lines,  
Delhi, 110054.

**Subject: Application for Empanelment of Website [ Fill your Website URL] with DIP (Directorate of Information & Publicity) for publicity of Delhi Government Advertisement against no ..... (part File).**

**Respected Sir,**

We would like to apply for empanelment of our [Website URL] with DIP. The following documents are being submitted for the same.

1. DD No..... dated ..... of bank..... of Rs 5000 only.  
(attached)
2. Copy of Certificate of Incorporation.
3. Certified Average Monthly User Count of the last six month i.e. from ..... to ..... submitted by websites through Google Analytics / ComScore only India both Desktop and Mobile.
4. Affidavit authenticating information regarding website and acceptance to abide by all the terms and conditions of DIP (Directorate of Information & Publicity).
5. Bank Account Detail (Annexure .....) Mandate form.
6. Signed Copy of Document
7. Cancelled Cheque
8. Pan Card Copy
9. GST certificate
10. One-year old website certificate.

For any clarification, please contact the undersigned.

Warm Regards,

Name of the Person  
Designation of the Person in Organization  
Organization Name  
Mobile:  
Email ID:

Format of Affidavit regarding the information submitted in relation of website information to abide all the terms and conditions of DIP (Directorate of Information & Publicity)

### **CERTIFICATE OF UNDERTAKING**

THIS IS TO CERTIFY THAT THE INFORMATION SUBMITTED BY **(Fill in your Company Name and Website URL)** IS CORRECT AND WE WILL ABIDE BY THE TERMS AND CONDITIONS OF DIRECTORATE OF INFORMATION & PUBLICITY (DIP) AS WELL AS THE DECISION OF DIP REGARDING THEIR EMPANELMENT. IN CASE, THE INFORMATION SUBMITTED BY THE WEBSITES IS FOUND TO BE FALSE / INCORRECT IN ANY MANNER, THE WEBSITE CAN BE SUSPENDED AND / OR DEBARRED FROM EMPANELMENT OR APPLYING FOR EMPANELMENT FOR NEXT THREE YEARS.



## MANDATE FORM

### Electronic Clearing Services (Credit Clearing) / Real Time Gross Settlement (RTGS) Facility for receiving payments

**A. Details of Account Holders: -**

Name of Account Holder	
Complete Contact Address	
Telephone Number/Fax/E-mail id	

**B. Bank Account Details: -**

Bank Name	
Branch Name with Complete Address, Telephone No. And Email ID	
Whether the Branch is Computerized?	
Whether the Branch is RTGS enabled? if Yes, then what is the branch's IFSC Code	
Is the Branch also NEFT enabled?	
Type of Bank Account (SB / Current / Cash Credit)	
Complete Bank Account No. (Latest)	
MICR Code of Bank	

**Date of effect: -**

I hereby Declare that the particulars given above are correct and complete. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information, I would not hold the use Institution responsible. I have read the option invitation letter and agree to discharge responsibility expected of me as a Participant under the Scheme.

Signature of Customer

**Date:**

Certified that the particulars furnished about are correct as per our records.  
(Bank's Stamp)

**Date:**

Signature of Customer

1. Please attach a photocopy of the cheque along with the verification obtained from the bank.
2. In case your Bank Branch is presently not "RTGS enabled", then upon its up gradation to "RTGS Enabled" Branch, please submit the information again in the above proforma to the department at earliest.

<b>Rates for Category A</b>								
300 X 250 Pixels Banner Ad : (CPTI) (NET in Rs.)	728 X 90 Pixels Banner Ad : (CPTI) (NET in Rs.)	Video Ads Per 5 seconds : (CPTI) (NET in Rs.)	Fixed Slot (6 pm to 12 mid-night) (NET in Rs.)	Fixed Slot (12 midnight to 6 am) (NET in Rs.)	Fixed Slot (6 am to 12 noon) (NET in Rs.)	Fixed slot (12 noon to 6 pm) (NET in Rs.)	Fixed Banner (24 hours) (NET in Rs.)	
45	55	50	35000	50000	100000	100000	150000	
<b>Rates for Category B</b>								
300 X 250 Pixels Banner Ad : (CPTI) (NET in Rs.)	728 X 90 Pixels Banner Ad : (CPTI) (NET in Rs.)	Video Ads Per 5 seconds : (CPTI) (NET in Rs.)						
45	55	0.8						
<b>Rates for Category C</b>								
300 X 250 Pixels Banner Ad : (CPTI) (NET in Rs.)	728 X 90 Pixels Banner Ad : (CPTI) (NET in Rs.)	Video Ads Per 5 seconds : (CPTI) (NET in Rs.)						
26	26	0.8						

Source: DAVP rate card