

EMPANELMENT OF PRIVATE TV AND RADIO CHANNELS

Proposals are invited from interested private Cable & Satellite TV and radio channels for empanelment of their telecast/broadcast rates with DAVP for various time bands for the year 2010-11 in prescribed proforma along with past six months (October'2009 - March '2010) supporting data regarding their penetration, connectivity, reach, TVRs, audience share etc. of established survey agencies.

Please note that it is mandatory for every channel to apply online. This must be followed by the submission of hard copy of the application to DAVP.

The proforma can be obtained from AV Wing, DAVP or can be downloaded from DAVP website www.davp.nic.in. The rates being offered to DAVP alongwith relevant documents should be sent to **Director (AV), DAVP, Sookhna Bhavan, CGO Complex, Lodhi Road, New Delhi-110003 on or before 30th April, 2010 positively.**

The decision of DG, DAVP regarding empanelment and acceptability of rates will be final.



**Directorate of Advertising and Visual Publicity
Ministry of Information and Broadcasting
Government of India**

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