



विज्ञापन और दृश्यप्रचार निदेशालय  
Directorate of Advertising and Visual Publicity



Reference Fiscal Stimulus Package for the print media announced by the Ministry of I&B, Government of India and its implementation through the DAVP from 28.02.2009 to 30.06.2009.

The Government of India has extended the waiving of 15% agency commission on DAVP advertisements rates upto 31.12.2009.

The Government has also extended 10% hike in DAVP advertisement rates as special relief subject to the documentary proof of loss of revenue in non-governmental advertisements upto 31.12.2009.

Profit and Loss Account and Balance Sheet for the year 2006-07 has been done away with. All other terms and conditions will remain the same.

  
(K.S. DHATWALIA)  
Addl. Director General

Ref.No. 20/03/2008/advtg., dated 15.07.09

(K. S. DHATWALIA)  
Addl. Director General  
D.A.V.P., Min. of I. & B.  
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## विज्ञापन और दृश्यप्रचार निदेशालय Directorate of Advertising and Visual Publicity



The DAVP, Ministry of Information & Broadcasting is implementing the following fiscal stimulus package given by the Government only for the Print Media:-

- (i) 15 % agency commission has been waived off on DAVP advertisements released from 28.02.2009 till 30.06.2009. The Publishers of newspapers may submit the bills accordingly retaining the 15 % agency commission while claiming the bills.
- (ii) It has also been decided to provide 10% special relief in advertisement rates for the advertisements issued by DAVP between 28.02.2009 till 30.06.2009. This relief is subject to the documentary proof of loss of revenue in non-governmental advertisements of the newspaper publishers.

The details of documentary proof required from the publishers to claim the special relief are mentioned below:

- a) A claim of compensation by the concerned print industry based on claim of loss in revenue from non-governmental advertisements during 27.02.2009 to 30.06.2009 as compared to the period from 27.02.2008 to 30.06.2008.
- b) An audited statement of revenue received from non-government advertisements from 27.02.2009 to 30.06.2009 as compared to the corresponding period of preceding year i.e. 27.02.2008 to 30.06.2008. The audit of accounts should be carried out by a Chartered Accountant as prescribed in the audit norms and as per guidelines of Institute of Chartered Accountant.
- c) A certificate from the Auditor that the receipt of revenue for the period prescribed has been accounted for in accordance with the accounting guidelines and consistent method of revenue recognition followed by the concerned print media and that the revenue received from non-governmental advertisements during the period starting on 27.02.2009 and ending on 30.06.2009, is less than that received between 27.02.2008 and 30.06.2008.
- d) Profit and Loss Account and Balance Sheet (alongwith all its annexures) for financial years 2006-07, 2007-08 and 2008-09 (if already available).

### Advice to Newspaper Publishers

- The newspaper publishers may submit the bills to the DAVP as per the normal approved rates of DAVP including the 15% agency commission from 28.02.2009 till 30.06.2009. However, they can submit the supplementary bills of special relief of 10 % after the period from 28.02.2009 to 30.06.2009 is over alongwith the documentary proof mentioned above.
- Those newspaper publishers who have submitted bills without retaining 15% agency commission from 28.02.2009 till 30.06.2009 can claim the 15% agency commission through submission of supplementary bills.

This issues with the approval of DG, DAVP.

Additional Director General

( S. K. RAO )  
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