

**FAIR RATE STRUCTURE  
FOR  
DAVP ADVERTISEMENTS**

**QUESTIONNAIRE**



**MINISTRY OF FINANCE  
COST ACCOUNTS BRANCH  
NEW DELHI**

**FAIR RATE STRUCTURE FOR  
DAVP ADVERTISEMENTS**

**QUESTIONNAIRE INDEX**

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## **GUIDELINES FOR FILLING UP THE QUESTIONNAIRE**

1. Information/data asked for may be given separately for each Newspaper/Publication published under the same management.
2. All forms of the questionnaire must be filled up and duly signed by the Authorised Signatory.
3. All financial figures furnished in the questionnaire must be duly reconciled with the audited Profit & Loss Account and certified by a practicing Cost Accountant.
4. Wherever financial information has been sought, the same should be provided in 'Rupees in Lakhs' and rounded off to two decimal places.
5. A copy each of the Audited Balance Sheet and Profit & Loss Account along with the supporting schedules for the years 2001-02, 2002-03 and 2003-04 must be enclosed with the questionnaire. In case the Audited Annual Accounts are not available for the year 2003-04, Provisional Annual Accounts must be enclosed.
6. Please enclose copies of representation, if any, made to the Government or the Rate Structure Committee regarding fixation/revision of the rate structure for the Government advertisements.

**GENERAL INFORMATION**

**A. Newspapers/Periodicals**

1. Details of Newspapers/ Periodicals published

<u>Name of the Newspaper/ Periodical</u>	<u>RNI No.</u>	<u>Periodicity</u>	<u>Language</u>	<u>Place and Address of the Publication</u>
(1)	(2)	(3)	(4)	(5)

2. If multi edition,

(a) Places from which the same issue is replicated and published as it is \_\_\_\_\_

(b) Places from which such multi editions are published with separate pages for local news \_\_\_\_\_

**B. Ownership Structure**

1. Name of the Owner: \_\_\_\_\_

2. Nature of constitution of the Owner : Public/Private Ltd. Company/Partnership/ Sole Proprietorship

3. Name of the Chief Executive: \_\_\_\_\_

4. Address of the Administrative: Office \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Pin: \_\_\_\_\_

**GENERAL INFORMATION**  
**(continued)**

5. Address from where Printed \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Pin: \_\_\_\_\_
6. Telephone No. : \_\_\_\_\_
7. Fax No. \_\_\_\_\_
8. E-mail Address \_\_\_\_\_
9. Details of other activities under  
the same organisation  
(Please give on a separate sheet) \_\_\_\_\_

## QUESTIONNAIRE

1. Please state your views along with reasons if you are publishing multi edition Newspaper/Periodical, whether you would like to continue with the present system of edition-wise advertisement rates offered by the Government or whether Government should revert to the system of allowing combined rates with appropriate discounts for multi editions that was in vogue prior to 1995.
2. Please state your views along with reasons for reverting to consolidated rate for any one edition with same RNI No. irrespective of the location of the printing.
3. Please state whether separate Sunday Issue/Edition with separate RNI No. (different from RNI No. for Weekdays Issue/Edition) is published and if so please state with reasons, whether you would like to have separate rate for Weekdays and Sunday Issue/Edition or a single rate for all the Issues/Editions.
4. Please state whether you would accept Public Sector Undertakings' Advertisements routed through DAVP either at DAVP rates or at a different rate.
5. Please state whether you have any electronic edition hosted over the Internet and if so whether it carries any display advertisements. Details of the advertisement rates charged by you may please be furnished.
6. Please indicate the name of the Authority for certifying the circulation numbers  
(RNI/ABC/Cost/Chartered Accountant)
7. Please enclose a brief note on the Printing Process/Technology adopted by your unit.
8. Please enclose a copy each of all the editions of your multi edition newspaper published on the same day.
9. Any other views/information, which you may consider relevant for fixation of fair DAVP rate structure by the Committee.

**STATEMENT – B**

**TECHNICAL DETAILS OF NEWSPAPERS/PERIODICALS**

**(Statement to be given for each edition of Newspaper/Periodical)**

**Name of the Newspaper/Periodical:**

**RNI No.:**

<b>S. No.</b>	<b>Details</b>	<b>2001-02</b>	<b>2002-03</b>	<b>2003-04</b>
1.	Standard size of the Newspaper/ Periodical: (a) Length in cms. (b) Width in cms.			
2	Average weight of newsprint/paper per sq. mtr. of publication (a) Standard Newsprint (b) Glazed Newsprint (c) Other (if any)			
3.	Average number of copies printed per day for each edition/place of publication			
4.	Average number of pages per issue (a) Main Newspaper (b) Supplement (c) Sunday issue			
5.	Average percentage of area printed to total available area			
6.	Average percentage of advertisement space to the total printed area			

7.	<u>Retail Price as on 31<sup>st</sup> March</u> (a) Normal Issue (b) Issue with Supplements (c) Sunday issue			
8.	Commission given to Distributors/ Agencies/Wholesalers, etc. for distributing the newspapers/periodicals (Please indicate the range in % terms)			
9.	<u>Advertisement rates per sq. cm/col. cm as  on 31<sup>st</sup> March</u>  <b><u>Card rates</u></b> (a) Classified Advertisements (b) Display Advertisements (i) Front Page (ii) Back Page (iii) Inside Page (c) Other advertisements (Please enclose a note detailing the basis of determination of the Card Rate) (d) Surcharge for Multi Colour advertisement (i) On Glazed Paper (ii) On Standard Newsprint Paper (Please indicate the above rates for all editions in case of multi editions)			

	<p><b><u>DAVP rates</u></b></p> <p>(a) Classified Advertisements</p> <p>(b) Display Advertisements</p> <p>    (i) Front Page</p> <p>    (ii) Back Page</p> <p>    (iii) Inside Page</p> <p>(c) Other advertisements</p> <p>(Please indicate the above rates for all editions in case of multi editions)</p>			
10.	<p>Rate of commission given to Advertising Agencies</p> <p>(Please indicate the range in % terms)</p>			
11.	<p>Discount given to major customers on Card Rate (Black &amp; White and Colour)</p> <p>(Please indicate the range in % terms)</p>			
12.	<p>Average Circulation per day as Certified by the Certifying Authority</p> <p>    (a) Weekdays</p> <p>    (b) Sunday</p>			

**STATEMENT - C**

**INCOME/EXPENDITURE DETAILS OF THE ORGANISATION**

(Rupees in Lakhs)				
S. No.	Details	2001-02	2002-03	2003-04
<b>A</b>	<b><u>INCOME</u></b>			
1.	Advertisement Income			
2.	Sale of Newspaper/Periodical			
3.	Sale of Newsprint Waste			
4.	Income from Other activities/Investments			
5.	Miscellaneous Income (Please specify)			
<b>6.</b>	<b>Total Income</b> (Should tally with P&L A/c.)			
<b>B.</b>	<b><u>EXPENDITURE</u></b>			
1.	Newsprint/Paper Cost			
2.	Process Materials/Stores Cost			
3.	Employees Cost including Bonus			
4.	Newsgathering Expenses			
5.	Commission			
	(a) On sale of Newspaper/Periodical			
	(b) On Advertisement			
6.	General & Administration Expenses			
7.	Provisions/Write Off			
8.	Depreciation			
<b>9.</b>	<b>Total Expenditure</b> (Should tally with P&L A/c.)			
<b>C.</b>	<b>Profit/(Loss) before Interest &amp; I. Tax</b> <b>(A – B)</b>			
<b>D.</b>	<b>Interest Paid</b>			

E.	<b>Income Tax (I. Tax)</b>			
F.	<b>Net Profit/(Loss) (C – D – E)</b>			
G.	<b><u>OTHER INFORMATION</u></b>			
1.	<u>Details of Newsprint/Paper used as per P&amp;L A/c.</u> (a) Imported (i) Quality in terms of GSM (ii) Quantity (MT) (iii) Average Rate (Rs./MT) (b) Indigenous (i) Quality in terms of GSM (ii) Quantity (MT) (iii) Average Rate (Rs./MT)			
2.	Current Rates in respect of the following: (Please enclose copies of invoices for latest procurement from the normal sources of supply)  <b>(A) Newsprint/Paper</b> (a) Imported (i) Quality in terms of GSM (ii) Quantity (MT) (iii) Average Rate (Rs./MT) (b) Indigenous (i) Quality in terms of GSM (ii) Quantity (MT) (iii) Average Rate (Rs./MT)  <b>(B) Other major inputs like Ink, Plates etc.</b>			

**STATEMENT - D**

**INCOME/EXPENDITURE DETAILS OF NEWSPAPER/PERIODICAL**  
**(Newspaper/Periodical-wise)**

**(To be filled up only when books of accounts are maintained separately for each Newspaper/Periodical)**

Name of the Newspaper/Periodical:

(Rupees in Lakhs)

S. No.	Details	2001-02	2002-03	2003-04
<b>A</b>	<b><u>INCOME</u></b>			
1.	Advertisement Income			
2.	Sale of Newspaper/Periodical			
3.	Sale of Newsprint Waste			
4.	Income from Other activities/ Investments Miscellaneous Income (Please specify)			
5.	<b>Total Income</b> (Should tally with P&L A/c.)			
<b>B.</b>	<b><u>EXPENDITURE</u></b>			
1.	Newsprint/Paper Cost			
2.	Process Materials/Stores Cost			
3.	Employees Cost including Bonus			
4.	Newsgathering Expenses			
5.	Commission (a) On sale of Newspaper/Periodical (b) On Advertisement			
6.	General & Administration Expenses			
7.	Provisions/Write Off			
8.	Depreciation			
9.	<b>Total Expenditure</b> (Should tally with P&L A/c.)			
<b>C.</b>	<b>Profit/(Loss) before Interest &amp; I. Tax</b> <b>(A – B)</b>			

D.	<b>Interest Paid</b>			
E.	<b>Income Tax (I. Tax)</b>			
F.	<b>Net Profit/(Loss) (C – D – E)</b>			
G.	<b><u>OTHER INFORMATION</u></b>			
1.	<p><u>Details of Newsprint/Paper used as per P&amp;L A/c.</u></p> <p>(a) Imported</p> <p>(i) Quality in terms of GSM</p> <p>(ii) Quantity (MT)</p> <p>(iii) Average Rate (Rs./MT)</p> <p>(b) Indigenous</p> <p>(i) Quality in terms of GSM</p> <p>(ii) Quantity (MT)</p> <p>(iii) Average Rate (Rs./MT)</p> <p>2. Current Rates in respect of the following: (Please enclose copies of invoices for latest procurement from the normal sources of supply)</p> <p><b>(A) Newsprint/Paper</b></p> <p>(a) Imported</p> <p>(i) Quality in terms of GSM</p> <p>(ii) Quantity (MT)</p> <p>(iii) Average Rate (Rs./MT)</p> <p>(b) Indigenous</p> <p>(i) Quality in terms of GSM</p> <p>(ii) Quantity (MT)</p> <p>(iii) Average Rate (Rs./MT)</p> <p><b>(B) Other major inputs like Ink, Plates, etc.</b></p>			