

**10. SETTLEMENT OF RATE**

- (i) Circulation (as determined in para (2) above), size, price per issue, standard of production of a newspaper / periodical, the rate charged by other newspapers / periodicals of the same locality/ region with comparable circulation, will be taken into consideration for settling the advertisement rates.
- (ii) The rate fixed by the Director of Advertising and Visual Publicity (DAVP) Government of India, will be given due regard in settling advertisement rates of newspapers and periodicals.
- (iii) The rates of newspapers and periodicals which do not have any approved rate of the D.A.V.P. for display and classified advertisements may be fixed by the Government taking into consideration the criteria in item (i) above.
- (iv) The State Government will enter into appropriate rate contracts with individual newspapers/ periodicals both outside and inside the State before release of advertisement for publication. The rate shall specify uniform flat rate for both display and classified advertisements. Rates shall remain valid from 1st July of any year to 30th June of next year.
- (v) The decision of Government in the matter of fixation of rates will be final.

**11. GENERAL**

This policy supersedes all previous government orders and instructions in the matter.

Resolution No. ADV-III A-192/98 -33281/1PR Dated Bhubaneswar the 16th December 1998.

This policy resolution has been published in the *Extraordinary Orissa Gazette* No.1708, dated 23-12-1998.

**AMENDMENT RESOLUTION ON ADVERTISEMENT POLICY OF 1998**

The 30th July 1999

Subject - Advertisement Policy of Government of Orissa, 1998.

The following amendment shall be made in the Resolution No.33281, dated the 16th December 1998 of Information and Public Relations Department.

Under Paragraph 11 (General) the following clause shall be inserted as Clause 11(i) in consequence whereof the Clause under "General" already under existing shall be read as Clause 11(ii), the amended Clause may be read as below :

"The Information & Public Relations Department of the State Government can relax any provision of this Resolution if it is necessary in any special circumstances. The Information and Public Relations Department would obtain the approval of the Chief Minister before making relaxation to any provision."

ORDER - Ordered that the Resolution be published in the next extraordinary issue of Orissa Gazettee for information of all concerned.

By order of the Governor

J.K. Dev

Commissioner-cum-Secretary to Government

Printed and published in the Extraordinary Gazette No.1214 on dated 20th August 1999.