



Presentation Regarding Past Advertisements by DIPR Ladakh.

Rate Structure of Black & White Advertisement for Dailies, Unbound Weeklies , Bi-Tri weeklies, Fortnightlies & Monthlies

Annexure 'A'

RATE STRUCTURE COMMITTEE

RATE STRUCTURE OF BLACK & WHITE ADVERTISEMENTS FOR DAILIES, UNBOUND WEEKLIES, BI-TRI WEEKLIES, FORTNIGHTLIES & MONTHLIES

CIRCULATION	DAILIES TOTAL RATES (IN Sq. Cm.)	WEEKLIES/ FORTNIGHTLIES TOTAL RATES (IN Sq. Cm.)	MONTHLIES TOTAL RATES (IN Sq. Cm.)
1 UP TO 5000	8.74	9.64	10.52
2 5001 to 15000	12.66	13.36	14.25
3 15001 to 25000	16.46	17.76	18.65
4 25001 to 35000	21.40	22.30	23.32
5 35001 to 45000	25.85	26.78	27.62
6 45001 to 55000	30.03	30.93	31.82
7 55001 to 65000	34.06	34.70	35.58
8 65001 to 75000	38.55	38.44	39.52
9 75001 to 85000	42.29	41.17	42.07
10 85001 to 100000	47.40	45.29	44.37

Mile-rate for Publication having circulation above 1,00,000 copies:-

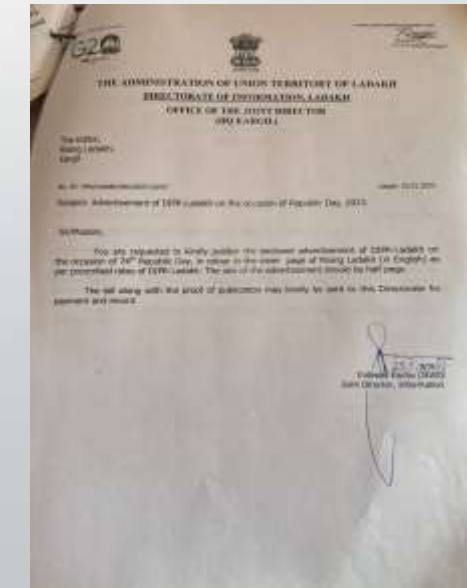
1. 9.4748 ptc/psc (per thousand copies)/per Sq. Cm. for dailies.
2. 8.4829 ptc/psc (per thousand copies)/per Sq. Cm. for weeklies, bi-tri weeklies / fortnightlies.
3. 6.4437 ptc/psc (per thousand copies)/per Sq. Cm. for monthlies.

* 40% extra for coloured advertisement

** Rates for advertisements by Maharashtra and Navarna Public Service Undertakings (PSUs) will be 1.5 times the normal BOC rates. For advertisements of other PSUs, normal BOC rates will apply.

In 2023, only the Local Newspapers that are empaneled with DIPR Ladakh were given advertisements to be published in their newspapers as per the DIPR Ladakh Rates.

Republic Day Advertisements 2023 Work Orders





Republic Day Advertisements 2024 Work Orders

THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
DIRECTORATE OF INFORMATION, LADAKH
OFFICE OF THE JOINT DIRECTOR
(HQ KARGIL)

The Editor,
Vardh of Ladakh,
Kargil

No. 24/Ladakh/2024/1011 Date: 19.01.2024

Subject: Advertisement on the occasion of Republic Day, 2024.

Sr,

You are requested to kindly publish the enclosed advertisement of DOP, Ladakh on the occasion of 75th Republic Day in colour on the front page of Vardh of Ladakh (in English) as per prescribed rates of DOP-Ladakh. The size of the advertisement should be full page.

The bill along with the proof of publication may kindly be sent to this Directorate for payment and record.

24.1.xxiv
Joint Director, Information

THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
DIRECTORATE OF INFORMATION, LADAKH
OFFICE OF THE JOINT DIRECTOR
(HQ KARGIL)

The Editor,
The Earth News,
Annamam - Annamam Building,
Main Market, Leh.

No. 24/Ladakh/2024/1011 Date: 19.01.2024

Subject: Advertisement of (TNP) Ladakh on the occasion of Republic Day, 2024.

Sr,

You are requested to kindly publish the enclosed advertisement of DOP-Ladakh on the occasion of 75th Republic Day in colour on front of The Earth News edition as per DOP rates. The size of the advertisement should be full page.

The bill along with the proof of publication may kindly be sent to this Directorate for payment and record.

24.1.xxiv
Joint Director, Information

THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
DIRECTORATE OF INFORMATION, LADAKH
OFFICE OF THE JOINT DIRECTOR
(HQ KARGIL)

The Editor,
Rangyal

No. 24/Ladakh/2024/1011 Date: 19.01.2024

Subject: Publication of advertisement in local newspaper of UT Ladakh.

Sr,

You are requested to kindly publish the enclosed notice issued by the Registrar (Resortment) High Court of Jammu & Kashmir and Ladakh in the inner page of Rangyal Kargil newspaper as per prescribed rates. The size of the advertisement should be 10x10cm.

The bill along with the proof of publication may kindly be sent to this Directorate for payment and record.

24.1.xxiv
Joint Director, Information

THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
DIRECTORATE OF INFORMATION, LADAKH
OFFICE OF THE JOINT DIRECTOR
(HQ KARGIL)

The Editor,
Narm,
Leh T.T. Ladakh.

No. 24/Ladakh/2024/1011 Date: 19.01.2024

Subject: Advertisement of DOP-Ladakh on the occasion of Republic Day, 2024.

Sr,

You are requested to kindly publish the enclosed advertisement of DOP-Ladakh on the occasion of 75th Republic Day in colour on front of Narm Magazine as per prescribed rates of DOP-Ladakh. The size of the advertisement should be full page.

The bill along with the proof of publication may kindly be sent to this Directorate for payment and record.

24.1.xxiv
Joint Director, Information

THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
DIRECTORATE OF INFORMATION, LADAKH
OFFICE OF THE JOINT DIRECTOR
(HQ KARGIL)

The Editor,
Rangyal

No. 24/Ladakh/2024/1011 Date: 19.01.2024

Subject: Publication of advertisement in local newspaper of UT Ladakh.

Sr,

You are requested to kindly publish the enclosed notice issued by the Registrar (Resortment) High Court of Jammu & Kashmir and Ladakh in the inner page of Rangyal Kargil newspaper as per prescribed rates. The size of the advertisement should be 10x10cm.

The bill along with the proof of publication may kindly be sent to this Directorate for payment and record.

24.1.xxiv
Joint Director, Information

THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
DIRECTORATE OF INFORMATION, LADAKH
OFFICE OF THE JOINT DIRECTOR
(HQ KARGIL)

The Editor,
Growth Ladakh,
Kargil

No. 24/Ladakh/2024/1011 Date: 19.01.2024

Subject: Advertisement on the occasion of Republic Day, 2024.

Sr,

You are requested to kindly publish the enclosed advertisement of DOP-Ladakh on the occasion of 75th Republic Day in colour on the front page of Growth Ladakh (in English) as per prescribed rates of DOP-Ladakh. The size of the advertisement should be full page.

The bill along with the proof of publication may kindly be sent to this Directorate for payment and record.

24.1.xxiv
Joint Director, Information

THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
DIRECTORATE OF INFORMATION, LADAKH
OFFICE OF THE JOINT DIRECTOR
(HQ KARGIL)

The Editor,
Rangyal Ladakh,
Leh

No. 24/Ladakh/2024/1011 Date: 19.01.2024

Subject: Advertisement on the occasion of Republic Day, 2024.

Sr,

You are requested to kindly publish the enclosed advertisement regarding the 75th Republic Day in colour on front page of Rangyal Ladakh (in English) as per prescribed rates of DOP-Ladakh. The size of the advertisement should be full page.

The bill along with the proof of publication may kindly be sent to this Directorate for payment and record.

24.1.xxiv
Joint Director, Information

Phone 01985-223949

E-mail: jdit@ladakh@gmail.com



**The Administration of Union Territory of Ladakh
Department of Information & Public Relations
Directorate of Information & Public Relations
(HQ Kargil)**

Manager,
The Hindu(newspaper),
Jammu(J&K)

No.3D Info/Ladakh/Avd/2025/172

Dated: 29.03.2025

Subject: Publication of public notice in newspaper.

Sir/Madam,

You are requested to kindly publish the enclosed advertisement issued by Directorate of Rural Development Department & PRI, UT Ladakh, in the inner page of The Hindu's North India edition as per DAVP rates. The size of the advertisement should be 10x10 sq. cm.

The bill, along with the proof of publication, may kindly be sent to Directorate of Rural Development Department & PRI, Ladakh, under intimation to this Directorate.


Imteaz Kacho, (JKAS)
Joint Director, Information

Copy to Directorate of Rural Development Department & PRI, UT Ladakh for information.

Phone 01985-233949

E-mail: jdinfoladakh@gmail.com



**The Administration of Union Territory of Ladakh
Department of Information & Public Relations
Directorate of Information & Public Relations
(HQ Kargil)**

Manager,
The Hindu

No.JD Info/Ladakh/Avd/2025/152

Dated: 17.03.2025

Subject: Publication of e-Tender Notice in newspaper.

Sir/Madam,

You are requested to kindly publish the attached e-Tender Notice in the inner page of The Hindu's North India edition as per DAVP rates. The size of the advertisement should be 7x8 sq. cm.

The bill along with the proof of publication, may kindly be sent to the Principal EJM College, Leh, *for payment.*

17.3.XXV
Imteesz Kacho, (JKAS)
Joint Director, Information

Copy to Principal, EJM College, Leh for information.



**The Administration of Union Territory of Ladakh
Department of Information & Public Relations
Directorate of Information & Public Relations
(HQ Kargil)**

The Editor,
Rangyul, Kargil.

No.JD-Info/Ladakh/Adv./2025/151

Dated 17.03.2025

Subject: Publication of Public Notice in local newspaper of UT Ladakh.

Sir/Madam,

You are requested to kindly publish the enclosed advertisement in the inner page of Rangyul newspaper on 18th March, 2025 as per prescribed rates of DIPR-Ladakh. The size of the advertisement should be full page.

The bill along with the proof of publication, may kindly be sent to this Directorate for payment and record.


Imteeaz Kacho, (JKAS)
Joint Director, Information