

2841

12/2/19



GOVERNMENT OF KERALA
INFORMATION & PUBLIC RELATIONS DEPARTMENT
Government Secretariat, Thiruvananthapuram

File No. D3/17/2019/I&PRD

Date: 11-02-2019

URGENT NOTICE
INVITES EXPRESSION OF INTEREST

**Sub: -FM Radio Advertisement outside Kerala (Various States, UTs
& NCT in India and abroad)**

Department of Information & Public Relations intends to give advertisements on the development activities, welfare programme and various campaigns of State Government and other Government institutions (Public Sector Undertakings, Autonomous Institutions, Boards, Corporations etc.) through FM Radio stations in India and abroad.

For this purpose, Expressions of Interest are invited from FM Radio Stations and Agencies inside India, having experience in broadcasting advertisements in India (States, UTs and NCT) and abroad, especially in Gulf Region.

Detailed terms & Conditions are attached as Annexure. Applicants may contact Deputy Director/Information officer, Advertisement Section, I & PRD, South Block, Govt. Secretariat, Thiruvananthapuram - 695 001 (Phone:- 0471 2518442 / 2518092) for the details. Website:- www.prd.kerala.gov.in.

Last Date for the date of submission of EOI:- 16-02-2019, 3pm. Opening of EOI- 4pm, on the same day.


Subhash TV
Director

Contents: Annexure (Terms & Conditions)

Copy to :

1. Additional Director (General & Administration), I&PRD
2. Additional Director (Electronic Media), I&PRD
3. Deputy Director (Advertisement & Marketing), I&PRD
4. Deputy Director (Web and Media Relations), I&PRD
5. Deputy Secretary, I&PRD
6. Information Officer (Advertisement & Marketing), I&PRD
7. Information Officer (Print ADVT), I&PRD
8. Information Officer (Web & New Media), I&PRD
9. CA to Director, I& PRD
10. Stock File
11. Office Copy



GOVERNMENT OF KERALA
INFORMATION & PUBLIC RELATIONS DEPARTMENT
Government Secretariat, Thiruvananthapuram

ANNEXURE

(To the Urgent Notice, No. D3/17/2019/I&PRD, Dated 11-02-2019)

TERMS AND CONDITIONS

(I) FM RADIO ADVT ABROAD

1. Total Amount of ADVT - Will be informed later.
2. Names (minimum) of FM RADIO Stations through which the ADVT should be broadcasted - Hit FM, Gold FM, Radio Mango, Club FM, Flowers FM, Asianet Radio, Pravasi Bharathai, Radio Asia and 986 FM
3. Time of ADVT - Prime Time (Morning & Evening)
4. Duration of each ADVT - (A) One Second
(B) 10 Seconds package
(C) 30 Seconds package
(D) 60 Seconds package
5. No of Insertions - Maximum per day
(Minimum 5 insertions should be assured)
6. No of Campaign days - (A) One Day
(B) Seven days package
(C) Fifteen Days package
(D) One Month package

(II) FM RADIO ADVT IN INDIAN STATES (Except Kerala), UTs & NCT

1. Total Amount of ADVT - Will be informed later.
2. Names (minimum) of FM RADIO Stations through which the ADVT should be broadcasted - Major 10 FM Radio Stations enlisted in DAVP panel
3. Time of ADVT - Prime Time (Morning & Evening)

(PTO)

(2)

4. Duration of each ADVT - (A) One Second
(B) 10 Seconds package
(C) 30 Seconds package
(D) 60 Seconds package
5. No of Insertions - Maximum per day
(Minimum 5 insertions should be assured)
6. No of Campaign days - (A) One Day
(B) Seven days package
(C) Fifteen Days package
(D) One Month package

(III) GENERAL

1. The under signed holds the right to add or alter the terms and conditions specified in this document, before signing the contract/order/proceedings.
-
2. The undersigned holds the power to cancel the Notice inviting Expression of Interest, if any emergency arises.
3. Value Addition spots/insertions should ^{be} provided according to the demand of the Department/Institution concerned.
4. Court Cases (if any) in connection with the procedures mentioned in the above said Notice/ notification, should only be filed in the district, where the Directorate of I & PRD is situated.
5. Changes may be effected before signing contract/order/proceedings, according to the prevailing rules/norms.
6. Only those EOIs which include specified details for countries abroad and for States, UTs (Union Territories) & NCT (National Capital Territory) outside Kerala will be considered. Even though, the sanction for broadcast may be accorded separately (May be given to two Agencies/FM Radio Stations - one for abroad and the other for various Indian States (Except Kerala), UTs & NCT).
-


TV Subhash
Director
