



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

File No. 2384886/D3/2018/I&PR

Date: 31-3-2018

**INVITES EXPRESSION OF INTEREST**

**Sub: - News paper & FM Radio Advertisement in Gulf Region**

Ref:- 1. GO(Rt)No. 55/2018/I &PR, Dated 17-3-2018.

2. Decisions of the Meeting held by the Director, I&PRD, on 27-3-2018.

Director, Information & Public Relations Department, Government of Kerala invites Expression of Interest from the authorities of News Papers, FM Radio Stations and Agencies inside India, connected with FM Radio/News Paper Advertisement, to publish/broadcast advertisement in Gulf Region, especially UAE, in connection with the Second Anniversary of State Ministry and various other campaigns of State Government and allied institutions (Public Sector undertakings etc.).

Detailed terms & Conditions are attached herewith. Applicants may contact Deputy Director/Information officer, Advertisement Section, I & PRD, South Block, Govt. Secretariat, Thiruvananthapuram - 695 001 (Phone:- 0471 2518442/ 2518092/2518144) for the details. Website:- [www.prd.kerala.gov.in](http://www.prd.kerala.gov.in)

Last Date for the date of Submission of EOI:- 11-04-2018, 3pm. Opening of EOI- 4pm, on the same day.

  
**TV Subhash**  
Director

Contents: 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), I&PRD
8. Information Officer (Web & New Media), I&PRD
9. CA to Director, I& PRD
10. Stock File 11. Office Copy

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**TERMS AND CONDITIONS**

In addition to points mentioned in the Notice published on 31-3-2018, in connection with the implementation of Expression of Interest connected with the Publishing/Broadcasting of Advertisement in Gulf Region. File no. 2384886/D3/2018/I&PR.

**(I) GULF EDITION NEWS PAPER ADVT**

1. Total Amount sanctioned for ADVT - Rs. 25 Lakhs
2. Names of News papers in which the ADVT should be published - Madhyamam, Chandrika & Malayalam News

(Changes may be effected according to the prevailing norms)

**(II) GULF FM RADIO ADVT**

1. Total Amount of ADVT - Rs. 20 Lakhs
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 - 30 Seconds
5. No of Insercions - Maximum per day
6. No of days - 7 days

(Changes may be effected according to the prevailing norms)

**(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.
2. The undersigned holds the power to cancel the Notice inviting Expression of Interest if any emergency arises.
4. Value Addition spots/insertions should provided according to the demend of the Department.
3. Court Cases (if any) in connection with the procedures mentioned in the above said notification, should only be filed in the district, where the Directorate of I & PRD is situated.

  
**TV Subhash**  
Director