



GOVERNMENT OF KERALA

Abstract

Information & Public Relations Department - Inclusion of the Dailyhunt (content and news aggregation mobile application) in the Media List - Advertisement Rates fixed - Sanctioned - Orders issued

INFORMATION & PUBLIC RELATIONS (D) DEPARTMENT

G.O.(Rt)No.141/2025/I&PRD Dated,Thiruvananthapuram, 23-09-2025

Read 1. Application dtd. 15.03.2018 from M/s. Dailyhunt

2. Minutes of the meeting conducted by the Addl. Director (EMD) on 01.12.2020

Rate Contract Agreement No. 2355422/D3/2018/I&PRD, dtd.13.08.2021

3. signed between the Director, I&PRD and the Sr. Regional Manager, Dailyhunt

4. Govt. Letter No. D3/1/2022/I&PRD, dtd. 09.05.2022 and 27.05.2022

5. Letter dtd. 18.02.2025 from M/s. Dailyhunt

6. Govt. Letter No. D3/1/2022/I&PRD, dtd. 28.03.2025

7. Letter received on 02.05.2025 from M/s. Dailyhunt

ORDER

As per the 3rd paper read above a rate contract agreement was executed between the Director, Information & Public Relations Dept. and the Senior Regional Manager, Dailyhunt for including the Content and News Aggregation Mobile Application in the Media List of this Department and to fix advertisement rates after examining the application in detail.

(2) In the above circumstances, Government are pleased to include the Dailyhunt in the Media List and to fix the advertisement rates as detailed below. The rate contract read as 3rd paper above along with the rates given below will stand in force for the webcasting of Government advertisements for two years from the date of this order or until a new Rate Contract or Government Order comes into force in this regard.

(3) The advertisement rate shall be applicable to all the Kerala Government advertisements, advertisements of various Government Public Undertakings, Quasi Govt. institutions, Various Boards, Corporations, Universities, Courts, Autonomous Bodies under the Government, Various Missions, Commissions and Government owned companies, etc. issued for webcasting either through this Department or directly as party payment advertisements.

(4) The media is eligible for getting Goods and Service Tax applicable from time to time.

(5) A discount of 15% in the advertisement rate shall be charged from the media for

every advertisement.

Advertisement Rates

<i>Advt. Structure</i>	<i>Format</i>	<i>PRD Rate (Rs.)</i>
Standard Banner Story Page	Display	120/- (1000 impressions)
Native Ads	Display	9/- (one click)
Masthead	Display	50/- (cpm)
Video Ad. reach and frequency	Video	50/- (cpm)
Single Day Campaign-		
1) Dominator	Display	1.8 lakh
2) Top News Maker	Display (990x505 Pixel)	1.2 lakh
Article News	Text, Image, Video	1.2 lakh

(By order of the Governor)

SYAM V

JOINT SECRETARY

To:

The Director, Daily Hunt, Eterno Infotech Pvt. Ltd., 2nd Floor, No. 2, 1st Main, 1st Block, Koramangala, Jakkasandra Ext., Bangalore-560034

All Departments in Secretariat

Head of the various Boards, Corporations, Local Self Government Institutions, Autonomous Bodies, Public undertakings, Govt. Missions, Various Govt. Commissions, Govt. owned companies

Private Secretary to Hon'ble CM

Private Secretaries to all Ministers

PA to the Chief Secretary

CA to the Secretary, I&PRD

CA to the Director, I&PRD

CA to the Addl. Director, I&PRD

The Deputy Secretary, I&PRD

The Accounts Officer, I&PRD

All Deputy Directors/ Regional Deputy Directors, I&PRD

Information Officer (Advt. & Mktg)

All District Information officers

I&PRD Website

Stock file /Office copy

Forwarded /By order

Signed by

Nizam A M

Date: 23-09-2025 11:33:21