

GOVERNMENT OF MANIPUR
DIRECTORATE OF INFORMATION & PUBLIC RELATIONS

NOTIFICATION

Imphal, the 4th January, 2020

No. 2/49/2018(CF)-DIPR(Pt): In partial modification of this Directorate's Notification even No. 2/49/2018(CF)-DIPR(Pt) dated 30-12-2019, the Local Newspapers published in Manipur are grouped in the following three categories under Rule 5 & 6 of the Manipur State Advertisement Policy, 2013 as per documents required under Rule 2 Clause (a), (b), (c) & (d) and 32 Clause (i), (ii), (iii) & (iv) of the Manipur State Advertisement Policy, 2013.

CATEGORY-A

1. Sangai Express (M)
2. Poknapam
3. Manipur Chronicle
4. Manipur Express
5. Sangai Express (E)
6. Hueiyen Lanpao (M)

CATEGORY-C

1. Aja
2. Hmasawna Thar
3. Paojel
4. Pandam
5. Ireibak
6. Hueiyen Lanpao (MM)
7. Paonilkhon
8. Cham
9. Hills Hornbill Express

PERIODICAL

1. Liklam
2. Matamgi Manipur
3. Eikholgi Panthung
4. Manmasi Digest

CATEGORY-B

1. Lamka Post
2. People's Chronicle
3. Naharolgi Thoudang
4. Ichel Express
5. Imphal Free Press
6. Sanaleibak
7. Morning Bell
8. Eimi Times
9. Manipur Mail

10. Zogam Today
11. Kangla Pao
12. Imphal Times
13. Mannaba
14. Paotak Hiden
15. Kangleipakki Meira
16. Nlsin Thuhiltu
17. Thoudok Wathok

(H. Balkrisna Singh)
Director

Information & Public Relations, Manipur

GOVERNMENT OF MANIPUR
SECRETARIAT: INFO. & PUBLIC RELATIONS DEPARTMENT

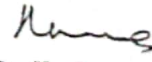
ORDERS

Imphal, the 1st June, 2017.

No.14/2/91-INFO. In continuation of this Government Order of even number dated, the 28th December, 2016 in this regard and in exercise of the provision under Clause 7 of the Manipur State Advertisement Policy, 2013, the Governor of Manipur is pleased to fix the rates for Front Page display advertisements by local newspapers/periodicals as below with immediate effect :

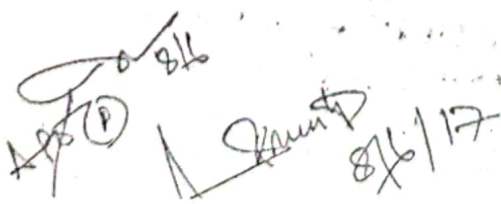
- (a) the rate of Front Page display advertisement (Colour) will be 40% above the existing rate.
- (b) the rate of Front Page display advertisement (Black & White) will be 20% above the existing rate.

This issues with the concurrence of Finance Department, Government of Manipur vide their U.O. No.1/2017-18/FD(9-P/17) dated 12-5-2017.


(K. Radhakumar Singh)
Commissioner(IPR),
Government of Manipur.

Copy to:-

1. Secretary to Hon'ble Governor of Manipur.
2. Secretary to Hon'ble Chief Minister, Manipur.
3. PPS/PS to Hon'ble Minister(IPR), Manipur.
4. PPS/PS to Chief Secretary, Government of Manipur.
5. All Administrative Heads of Departments, Govt. of Manipur.
6. All Heads of Department, Govt. of Manipur.
7. The Director/IPR, Manipur.
8. The Director(Printing & Stationery), Manipur. He is requested to print the order in the Manipur Gazette (Extra ordinary) and send 200 copies to this Department.
9. Guard file.



GOVERNMENT OF MANIPUR
SECRETARIAT: INFORMATION & PUBLIC RELATIONS DEPARTMENT

ORDER

Imphal, the 28th December, 2016

No. 14/2/91-INFO: In supersession of all orders issued in this regard and in exercise of the provision under Clause 7 of the Manipur State Advertisement Policy, 2013, the Governor of Manipur is pleased to fix the rates for publication of Government Advertisements by local newspapers/periodicals as below with immediate effect:

Classified and Display Advertisements

Category of Newspapers/Periodicals	Rates (Rs.sq.cm)
A	29.50
B	25.00
C	20.00

This issues with the concurrence of Finance Department vide their U.O. No. 1/2016-17/FD (1-P/77) dated 24.12.2016.


(K. Radhakumar Singh)
Commissioner (IPR)
Government of Manipur

Copy to:

1. Secretary to Hon'ble Governor of Manipur.
2. Secretary to Hon'ble Chief Minister, Manipur.
3. PPS to Chief Secretary, Government of Manipur.
4. All Administrative Heads of Departments, Government of Manipur.
5. All Heads of Departments, Government of Manipur.
6. Director (IPR), Government of Manipur.
7. Director (Printing & Stationery), Government of Manipur
He is requested to print the order in the Manipur Gazette (Extraordinary) and send 200 Copies to this Department.
8. Guard file.

**ADVERTISEMENT AMOUNT FOR FRONT PAGE DISPLAY ADVERTISEMENT ON
PRINT MEDIA**

1) Full Page Advertisement

Sl. No.	Category	Colour/Black & White	Size (Sq.Cm.)	Rate/Sq Cm (Rs.)	Amount (Rs.)	GST @5%	Total Amount including GST (Rs.)
1.	A	Colour	52 x 32	41.3/-	68,723/-	3,436/-	72,159/-
2.	B	Colour	52 x 32	35/-	58,240/-	2,912/-	61,152/-
3.	B	Black & White	52 x 32	30/-	49,920/-	2,496/-	52,416/-
4.	C	Colour	52 x 32	28/-	46,592/-	2,330/-	48,922/-
5.	C	Black & White	52 x 32	24/-	39,936/-	1,997/-	41,933/-
6.	C	Black & White	46 x 30	24/-	33,120/-	1,656/-	34,776/-

2) Half Page Advertisement

Sl. No.	Category	Colour/Black & White	Size (Sq.Cm.)	Rate/Sq Cm (Rs.)	Amount (Rs.)	GST @5%	Total Amount including GST (Rs.)
1.	A	Colour	26 x 32	41.3/-	34,362/-	1,718/-	36,080/-
2.	B	Colour	26 x 32	35/-	29,120/-	1,456/-	30,576/-
3.	B	Black & White	26 x 32	30/-	24,960/-	1,248/-	26,208/-
4.	C	Colour	26 x 32	28/-	23,296/-	1,165/-	24,461/-
5.	C	Black & White	26 x 32	24/-	19,968/-	998/-	20,966/-
6.	C	Black & White	23 x 30	24/-	16,560/-	828/-	17,388/-

3) Quarter Page Advertisement

Sl. No.	Category	Colour/Black & White	Size (Sq.Cm.)	Rate/Sq Cm (Rs.)	Amount (Rs.)	GST @5%	Total Amount including GST (Rs.)
1.	A	Colour	26 x 16	41.3/-	17,181/-	859/-	18,040/-
2.	B	Colour	26 x 16	35/-	14,560/-	728/-	15,288/-
3.	B	Black & White	26 x 16	30/-	12,482/-	624/-	13,104/-
4.	C	Colour	26 x 16	28/-	11,648/-	582/-	12,230/-
5.	C	Black & White	26 x 16	24/-	9,984/-	499/-	10,483/-
6.	C	Black & White	23 x 15	24/-	8,280/-	414/-	8,694/-



মহাভারত মঞ্চের সর্বাঙ্গীকৃত টেলিভিশন Information Service Television Network

B.T. ROAD, GAMBHIR SINGH SHOPPING ARCADE, TOP FLOOR, IMPHAL - 795001, MANIPUR (INDIA)

REGD. NO. CTV/95/03-04 P&T Govt. of India

Ref. NO.

Date

INFORMATION SERVICE TELEVISION NETWORK

Gambhirsingh Shopping Arcade, Top Floor. B.T. Road, Imphal

e-mail : istvoffice@gmail.com Website : www.istvimphal.com

Contact Nos.:- 0385-2459564/ 8415040639

ADVERTISEMENT TARRIF

1. NORMAL VISUAL (AFTER LOCAL PROGRAMME)

i. Maximum 40 Seconds	Rs. 2500/- day
ii. Maximum 60 Seconds	Rs. 4500/- day
iii. Banner Ad. 20 Seconds	Rs. 1000/- day
iv. Banner Ad. 40 Seconds	Rs. 1800/- day
v. Banner Ad. 60 Seconds	Rs. 2000/- day

2. WORD SCROLLING (NORMAL & NEWS)

i. (1-26) words Normal	Rs. 1500/- day
ii. (1-20) words News	Rs. 2000/- day

3. VISUAL (DURING MANIPURI & ENGLISH NEWS BREAK)

I. Maximum 15 Sec.	30 days	"	Rs. 55,000
II. Maximum 20 Sec.	30 days	"	Rs. 65,000/-

4. DUBBING IN MANIPURI (OPTIONAL)

1. FOR 1-2 ARTISTE	Rs. 30,000/-
2. STUDIO CHARGES	Rs. 15,000/-

5. ADVERTISE MAKING Rs. 20,000/-

6. LIVE/D-LIVE (3 Hrs.) Rs. 50,000/-

additional one hour (2000/-)

7. Paid telecast 30 mins Rs. 35,000/-

TWO TIMES TELECAST

Email id: bishnu.istvnetwork2011@gmail.com

Sd/

N.BISHNU SINGH

Marketing Manager



Website : www.istvimphal.in E-mail : istvoffice@gmail.com ; istvnetworkimphal@gmail.com ; istv3000@yahoo.co.in



A unit of the IMPACT MEDIANET & COMMUNICATION Pvt. Ltd.
H.O.: Handsome Book House Building, Paona Bazar, Imphal, Manipur

Rate for Advertisement (Outside Manipur)

		20 to 25 slots per day	
1 A/V ADVERTISEMENT (NORMAL)*		News	Entertainment
A	30 Seconds (Maximum)	Rs. 2,000.00	Rs. 1,600.00
B	60 Seconds (Maximum)	Rs. 4,000.00	Rs. 3,200.00

2 SCROLL (LOCAL)*

E	30 words (Max) Normal	Rs. 1,000.00	Rs. 600.00
F	30 words (Max) Breaking News	Rs. 1,600.00	
G	25 words (Max) News	Rs. 2,400.00	
H	25 words (Max) Prime Time	Rs. 3,000.00	

3 AUDIO VIDEO ADVERTISEMENT (NORMAL NEWS)*

Minimum of one week

Sl No	Time Slots	No. Of Insert (Min)	Per Day	
1	15 Seconds	10 insertions	Rs. 3,000.00	
2	15 Seconds	20 insertions	Rs. 4,000.00	
3	30 seconds	10 insertions	Rs. 6,000.00	
4	30 seconds	20 insertions	Rs. 8,000.00	

Global News at 11:30 Am every morning 1 Bulletin at 2pm & 2nd Bulletin at 5 pm of the day

5 A/V ADVERTISEMENT (PRIME - TIME NEWS) Minimum of 1 week to telecast. *

Sl No.	Time Slots	No. Of Insert	Per Day	
1	15 Seconds	6 insertion	Rs. 5,000.00	
2	30 seconds	6 insertion	Rs. 10,000.00	

6 ASTON BAND/I-BAND/BUG (15 secs)

Sl.No	Particulars	I-Band/Aston/Bug	7 Days	1 Month
1	Impact News	Rs. 1,000.00	Rs. 6,300.00	Rs. 21,000.00
2	Manung Hutna	Rs. 1,000.00	Rs. 6,300.00	Rs. 21,000.00
3	Health Link	Rs. 1,000.00	Rs. 5,950.00	Rs. 18,000.00
4	Talk to Manipur	Rs. 1,000.00	Rs. 5,950.00	Rs. 18,000.00
4	Entertainment channel	Rs. 800.00	Rs. 4,060.00	Rs. 15,000.00

9 SPONSORSHIP FEE* (Per Episode) :-

Manung Hutna	Health Link	Music in Demand	Mami Mapao	Talk to Manipur
Rs. 6000	Rs. 8000	Rs. 8000	Rs. 8000	Rs. 8000

For Detail Please Contact:
T. Sadananda Singh
M: 9233988088
Executive Manager (Advertisement),
Impact TV

Digitally signed by
T. Sadananda
Singh
Date: 2023.10.05
14:54:01 +05'30'

*** NB: All the rate indicated are applicable of taxes i.e. 18% GST ***



ISCOM MEDIA PVT. LTD.

CIN-U18200MN2023PTC014959

GSTIN - 14AACHI4102K1ZU

Corporate Office-
Kelshampat Leimajam Leikai
Lane No.1
Imphal West -795001

Date: 05/06/2025

ADVERTISEMENT TARIFF (LOCAL)



1. Before and after News Visual and entertainment Visual Advertisement

- I.) 40 seconds - Rs 600/- per programme day- + 18% GST = 708/
II.) 60 seconds - Rs 900/- per programme day- + 18% GST = 1062/

2. Between News Break Visual Advertisement

- I.) 15 seconds 7 days Package Rs 9000/- +18% GST= Rs 10620/
II.) 15 seconds 15 days Package Rs 14,000/- + 18% GST = Rs 16,520/
III.) 15 seconds 30 days Package Rs 25,000/- + 18% GST = Rs 29,500/
IV.) 20 seconds 7 days Package Rs 10,000/- + 18% GST = Rs 11,800/
V.) 20 seconds 30 days Package Rs 18,000/- + 18% GST = Rs 21,240/

ADVERTISEMENT TARIFF (NATIONAL & DEPARTMENT)

1. Before and after NEWS VISUAL and ENTERTAINMENT VISUAL ADVERTISEMENT

- I.) 40 seconds Rs 2,500/- per Programme day 18% GST = Rs 2950/
II.) 60 seconds Rs 4,500/- per Programme day 18% GST = Rs 5310/

2. Between and After NEWS BREAK VISUAL ADVERTISEMENT

- iii.) 15 seconds 7 days Package 16,000/- + 18% GST = 18,880/
iv.) 15 seconds 15 days Package 30,000/- + 18% GST = 35,400/
v.) 15 seconds 30 days Package 50,000/- + 18% GST = 59,000/
vi.) 20 seconds 7 day Package 18,000/- +18% GST = 21,240/
vii.) 20 seconds 15 days Package 35,000/- + 18% GST = 41,300/
viii.) 20 seconds 30 days Package 65,000/- + 18% GST = 76,700

Rajlaxmi Saiton
Operation Manager

ISCOM MEDIA PVT.LTD

Operation Manager
ISCOM MEDIA PVT.LTD
Kelshampat Leimajam Leikai, Imphal



SKTV NEWS

Sangaiprou Mamang Leikai, Imphal, India, Manipur- 795001

E-mail : info@skmedia.studio

Contact No: 8974209152

DEPARMENTAL ADVERTISEMENT TARRIF

I VISUAL

i. Maximum 40 Seconds	Rs. 2000/- + 18% GST = Rs 2360/- per day
ii Maximum 60 Seconds	Rs. 4000/- + 18% GST = Rs 4720/- per day

Note: 1 week: Rs.17,000 + 18% GST = Rs. 20,060

15 days: Rs. 34,000 + 18% GST = Rs. 40,120

1 months: Rs. 64,000 + 18% GST = Rs. 75,520

- Making Charges – Rs 1000

Sd/-
16/10/26
Supervisor
SKTV

LOCAL TARRIF

1. VISUAL (Normal)

i.	Maximum 40 Seconds	-	Rs.800 + 18%GST = Rs.944/- per day
ii.	Maximum 60 Seconds	-	Rs.1100 + 18%GST = Rs.1298/- per day
iii.	Maximum 90 Seconds	-	Rs.1400 + 18%GST = Rs.1652/- per day

2. WORD SCROLLING (Normal)

i.	1-25 Words	-	Rs.500 + 18%GST = Rs.590/- per day
ii.	1-50 Words	-	Rs.800 + 18%GST = Rs.944/- per day

3. WORD SCROLLING (News)

i.	1-40 Words	-	Rs.1000 + 18%GST = Rs.1180/- per day
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4. VISUAL (News)

i.	Max 30 Secs	-	7 days	-	Rs.10,200 + 18%GST = Rs.12,036/-
ii.	Max 30 Secs	-	15 days	-	Rs.18,200 + 18%GST = Rs.21,476/-
iii.	Max 30 Secs	-	30 days	-	Rs.30,200 + 18%GST = Rs.35,636/-

5. LIVE / DIFFERED LIVE

i.	Live / D-Live	-	3hrs Min - Rs.35,000/- to Rs.50,000/- (including GST)
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6. DIFFERED LIVE (Single)

i.	D-Live Single	-	Rs. 20,000/- (including GST)
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7. PAID TELECAST

i.	45 Minutes	-	Rs.14,000/- (including GST)
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8. AD MAKING

i.	Editing Charges	-	Rs.800 + 18%GST = Rs.944/-
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Sd/-



From Olivia Devi

Supervisor (Admin.), SKTV