

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING  
CENTRAL BUREAU OF COMMUNICATION  
CGO COMPLEX, LODHI ROAD, NEW DELHI – 110003**

File No. AD(NM)/EAC/WEBSITES (D1&D2)/2425-NM

14<sup>th</sup> July 2025

**ADVISORY**

**Subject: Notification of Rates and Panel of Qualified Websites (D1 & D2 Category) – reg.**

This is in continuation to the earlier advisory dated 25<sup>th</sup> April 2025 issued with reference to RFP No. AD(NM)/EAC/WEBSITES(D1&D2)/2425-NM dated 14.01.2025, regarding empanelment of agencies under Internet Websites (Category D1 & D2) for execution of digital advertising campaigns for Central Bureau of Communication and its client Ministries/Departments.

2. As per the aforementioned advisory, 12 websites were found eligible — Eight (08) under Category D1 and Four (04) under Category D2. All the 12 websites have since conveyed their acceptance of the offered rates by the stipulated deadline.
3. Accordingly, it is hereby notified that the following 12 websites are now **empaneled with the Central Bureau of Communication with effect from 01<sup>st</sup> July 2025**, in accordance with the Digital Advertisement Policy-2023 and panel shall be valid up to 31.12.2027.
4. The final list of empanelled websites is enclosed at **Annexure I**. The approved rate matrix is enclosed at **Annexure II**.

This issues with the approval of competent authority.

  
**M. Ponnein Selvan**  
Director (New Media)

पोन्निथिन सेलवन एम / M. Ponnein Selvan  
निदेशक / Director

List of qualified websites under D1/D2 categories:

S. No.	MEDIA	CATEGORY
1	FORTUNEINDIA.COM	D1
2	NEWSX.COM	D1
3	DAILYEXCELSIOR.COM	D1
4	VTVGUJARATI.COM	D1
5	PRABHASAKSHI.COM	D1
6	TAMILTV9.COM	D1
7	BANGLAHUNT.COM	D1
8	MONEY9LIVE.COM	D1
9	PUDHARI.NEWS	D2
10	MILLENNIUMPOST.IN	D2
11	DYNAMITENEWS.COM	D2
12	MALAYALAMTV9.COM	D2

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## Annexure-II

### Rate matrix of Category D1 websites:

[CPTI]					[Consolidated rate for 6 hours]				[Consolidated rate for 24 hours]	[CPTI for a 10 second spot]
300 x 250 pixels	728 x 90 pixels	300 x 600 pixels	970 x 250 pixels	Interstitial Advertisement Property	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)	Fixed Banner of minimum 300 x 250 pixels	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)
3.93	4.23	4.12	4.23	3.75	1968.75	2812.5	2812.5	1500	8437.5	0.15

### Rate matrix of Category D2 websites:

[CPTI]					[Consolidated rate for 6 hours]				[Consolidated rate for 24 hours]	[CPTI for a 10 second spot]
300 x 250 pixels	728 x 90 pixels	300 x 600 pixels	970 x 250 pixels	Interstitial Advertisement Property	Fixed Banner of minimum 300 x 250 pixels (6PM to 12 AM)	Fixed Banner of minimum 300 x 250 pixels (12AM to 6 AM)	Fixed Banner of minimum 300 x 250 pixels (6AM to 12 PM)	Fixed Banner of minimum 300 x 250 pixels (12PM to 6PM)	Fixed Banner of minimum 300 x 250 pixels	Video Advertisement of minimum 300 x 250 pixels (per 10 seconds)
2.62	2.82	2.75	2.82	2.5	1312.5	1875	1875	1000	5625	0.1

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