

M-24013/16/2022-MUC-I  
GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING  
'A' WING SHASTRI BHAWAN, NEW DELHI

Dated: 05.10.2023

OFFICE MEMORANDUM

**Subject: Rates for release of government advertisements by Central Bureau of Communication on Pvt. FM Radio Stations.**

The undersigned is directed to say that with the approval of the competent authority in the Ministry the following recommendations of the Rate Structure Committee, constituted under the chairmanship of AS&FA, Min. of Information and Broadcasting, for fixation of rates for release of Government advertisements through Pvt. FM Radio Stations have been accepted :

- (i) The IRS 2019 (Q4) listenership data may be adopted for the determination of advertisement spot rates for Pvt. FM radio stations.
- (ii) The same method recommended by Empanelment Advisory Committee (EAC) in 2011, be adopted for finding distinct time band wise listenership data for IRS 2019 (Q4), by applying the ratio of time band wise distinct listenership estimated in 2009 to the survey data of 2010 to arrive at the distinct listeners in three time bands.
- (iii) The base rate to be increased by 43%, i.e. from Rs.52 to Rs.74.
- (iv) City category rate may be kept at same levels as fixed in 2016.
- (v) The formula for gross rate of 10 second advertisement on Pvt. FM radio stations for A+, A, B and C category cities will be:

$$\text{Gross rate (10 seconds)} = \text{Rs.74} + \frac{(\text{listenership in a time band by IRS Q4 2019}) \times (\text{existing city category rate})}{1,00,000}$$

- (vi) The rate of a Pvt. FM station for which no IRS 2019 (Q4) listenership data is available in a given city shall be the rate of Pvt. FM stations having lowest IRS 2019(Q4) listenership in the same city.
- (vii) The rate of all Pvt. FM stations for which no IRS 2019(Q4) listenership data is available in a given city under a particular category and region shall be lowest rate fixed for a city under the same category and region.

- (viii) 43% increase in base rate as well as in the constant rate factor per lakh population (increased to Rs.14 from present Rs.10/lakh population) for calculation of rates for advertisement spots for all Pvt. FM Radio stations of Category D cities is accepted.
- (ix) Formula for Gross rate of 10 second advertisement on Pvt. FM radio stations for D category cities will be:

$$\text{Gross Rate (10 seconds)} = \text{Rs.74} + (\text{population of the city as per census 2011}) \times 14 / 1,00,000$$

2. The revised rates will be effective from the date of notification of these rates by Central Bureau of Communication (CBC) and will be valid for three years. CBC is requested to take appropriate action for implementing the above decisions with regard to rates for release of Government advertisements through Pvt. FM Radio Stations

3. Further, since the present revision in the rates is based on IRS survey of 2019, these revised rates will be valid till one year after the next IRS survey and the rates will be recalculated based on next IRS survey as and when it happens.

4. This issues with approval of competent authority.



(Amarendra Singh)  
Deputy Secretary (IP)  
Phone No: 23381592

To,

**Central Bureau of Communication**  
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