

**Government of Odisha
Department of Tourism & Culture
(Tourism)**

No. 6268 / TSM, Bhubaneswar, dt. 16.06.2017
TSP-II (M)-22/2017 (Pt.)

**PROPOSAL FOR PARTICIPATION IN MEDIA PLAN OF
ODSHA TOURISM FOR 2017-18**

Tourism Department, Government of Odisha will be finalizing its Media Plan for the financial year 2017-18. Interested Publishing Houses of Magazines/ Journals/ Tabloids/ Newspapers may send their proposals to **Director Tourism, Paryatan Bhawan, Lewis Road, Bhubaneswar-14.**

The detail Notice and Format can be downloaded from our website <http://www.odishatourism.gov.in>. The closing date for receipt of offers is **17.07.2017 upto 3.00 PM.**


Director & Addl. Secretary to Govt.

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NOTICE

Objective: Tourism Department, Government of Odisha is finalizing its Print Media Plan for the financial year 2017-18 to engage different publications in form of magazines, news papers, tabloids, journals etc. to release Odisha Tourism Advertisements.

Methodology: The Department of Tourism has devised a methodology for carrying out the promotional campaign in a systematic way. Only those publications which are registered with **Registrar of Newspapers of India (RNI)** and with a turnover of more than **10 crores** annually in each of last three years will be eligible for this purpose.

The Tourism Department will rely by and large on independent third party assessment like ABC/ IRS ratings and similar while evaluating the reach and viewership of a particular publication for the decision to engage for carrying out advertisements of Odisha Tourism.

The Tourism Department will engage different publications primarily on DAVP Rate Contract.

The interested publications may submit their proposals with the details about their **reach and readership data** (which will also be independently verified by Dept. of Tourism). However mere proposal or a request for a presentation should not be treated as confirmation of any commitment with the Department of Tourism.

The interested organizations should apply on or before **17th July 2017** in the format given as **Annexure-A**. The authority reserves the right to accept or reject any or all the offers without assigning any reason thereof.

(**Note:** This is not applicable for foreign magazines circulated outside India and in-flight magazines of airlines)


Director & Addl. Secretary to Govt.

**FORMAT FOR SUBMISSION OF APPLICATION FOR
MEDIA PLAN 2017-18**

1.	Name of the Publication	
2.	Name of the Magazines/ Newspaper/ Journal/ tabloid	
3.	Place of Publication	
4.	Whether Registered with Independent third party circulation auditing organisations like ABC/ RNI etc.	
5.	Frequency	
6.	Number of Circulation (proof of the same be attached)	
7.	Number of Readership (proof of the same be attached)	
8.	Distribution Area (proof to be attached)	
9.	Turn over for last three years individually (i.e for 2014-15, 2015-16 & 2016-17)	
10.	Copies of Orders of other States / Tourism Boards to be attached for reference	
11.	Rate	4 issues - 6 issues - 8 issues -
12.	Value addition to be given (if any)	

**Signature of the Agency
With Seal**