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. Poknapham
3. Manipur Chronicle
4. Manipur Express
5. Sangai Express (E)
6. Hueiyen Lanpao (M)

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

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

PERIODICAL

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

4/1/2020

(H. Balkrisna Singh)
Director
Information & Public Relations, Manipur

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Receipt No. 517
Date 8-6-2017
O. I. P. R.

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 dispiay 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.

8/6
APS (P)
8/6/17

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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.

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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/-**

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ꯏꯅꯐꯣꯔꯃꯦꯁꯟ ꯁꯥꯔꯒꯤꯁ ꯇꯦꯂꯤꯒꯤꯖꯟ ꯅꯦꯠꯋꯥꯔꯛ
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 A rcade, 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. 80,000/-
2. STODIO 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

INFORMATION SERVICE TELEVISION NETWORK IMPHAL

CamScanner

A unit of the IMPACT MEDIANET & COMMUNICATION Pvt. Ltd.

H.O.: Handsome Book House Building, Paona Bazar, Imphal, Manipur

Rate for Advertisement (Outside Manipur)

1 A/V ADVERTISEMENT (NORMAL)*

		20 to 25 slots per day	
		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 ***

CamScanner

ISCOM MEDIA PVT. LTD.
CIN-U18200MN2023PTC014959
GSTIN - 14AACHI4102K1ZU

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

Date: 05/06/2025

ISCOM MEDIA PVT LTD
CIN U18200MN 2023PTC014959
IMPHAL

ADVERTISEMENT TARIFF (LOCAL)

1. Before anf after News Visual and entertainment Visual Advetristment

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 Advertistment

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/

ADVERTISTMENT TARIFF (NATIONAL & DEPARTMENT)

1. Before and after NEWS VISUAL and ENTERTAINTMENT VISUAL ADVERTISTMENT

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 ADFVETISTMENT

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

Rajlakshmi Saikhom
Operation Manager

ISCOM MEDIA PVT.LTD

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

CamScanner

SKTV NEWS

Sangaiprou Mamang Leikai, Imphal, India, Manipur- 795001
E-mail : info@skmedia.studio
Contact No: 8974209152

DEPARMENTAL ADVERTISEMENT TARRIF

1. 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/-
10/10/26
Supervisor
SKTV

CamScanner

Address: SKTV Office Building, Sangaiporou Mamang Leikai,
Airport Road, Manipur, 795001

Contact No.: +91 897 420 9152

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

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)

6. **DIFFERED LIVE (Single)**

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

7. **PAID TELECAST**

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

8. **AD MAKING**

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

Sd/-

Irom Olivia Devi

Supervisor (Admn.), SKTV

PRASAR BHARTI
(INDIA'S PUBLIC SERVICE BROADCASTER)
AKASHVANI IMPHAL
PALACE COMPOUND, IMPHAL MANIPUR- 795001
Email: airimphal@yahoo.in

File No. Imp-com-2026/27 – 410 Imphal, Dated: 28/10/2026

To,
Chief Electoral Officer,
Imphal, Manipur.

Subject: Rate cards related to Election

Sir/Madam,

With reference to your letter issued from file No.COE-101/2/2026-ELEC-ED dated 27/10/2026 regarding Standard rate cards of Akashvani Imphal in connection with forthcoming General Election to the Legislative Assemblies of Manipur, 2027, it is submitted as under:

1. After the announcement of Election Date: Rupees 1000/- per 10 secs plus 18% GST (Duration allowed 5 minutes maximum)

2. During non-election time: **A)** Any category except before news: Rs. 410/- per 10 secs plus 18%GST (maximum up to 5 minutes)
B) Before News rate: Rs. 825/- per 10 secs plus 18%GST (maximum up to 5 minutes)

Thanking You.

Yours Faithfully
M. Ishakanta 28/10/26

(MAIBAM ISHAKANTA)
PROGRAMME EXECUTIVE (COM)
AKASHVANI IMPHAL
For Head of Programme

सत्यमेव जयते

Prasar Bharati
(India's Public Service Broadcaster)
Doordarshan Kendra Imphal
Porompat, Manipur
Commercial Section

सत्यम् शिवम् सुन्दरम्

RATE CARD

FY 2026-27

IN-HOUSE PROGRAMME			
Time Band	**Sponsorship Fee Per 30 minutes (in Rs.)**	**FCT (in sec.)**	**Spot Buy Rate Per 10 sec (in Rs.)**
Non Prime-time 5:00 AM to 5:00 PM	9000	180	1000
Prime Time 5:00 PM to 11:00 PM	18000	180	2000

***All rates are exclusive of GST @18%**

Hrishikesh A

(Hrishikesh Angom)
Asst. Director (P)/
Head of Programme
DDK, Imphal

e-mail : ddkimpcommercial@gmail.com
Phone No. : 7002414614

Follow us on :
Doordarshan Manipur

"DD MANIPUR : THE ONE & ONLY SATELLITE CHANNEL IN MANIPUR"

RADIO NONGIN 90.8 MHz FM

Gambhir Singh Shopping Arcade, BT Road, Imphal-795001

Advertisement Rate Fixed by The Ministry of Information and Broadcasting, New Delhi
Vide Memo no. N-35016/7/2021-Oo AD(CRS) dated 24/11/2023

Ads. Rate Calculation Table showing different durations							No. of Spots repeating in a Day (rate included GST)						
Sl. No.	Ads. duration in Sec	Duration in Minute	Rate per Sec. Rs.	Spot 1	GST @ 18%	Total Rs.	Spot 2	Spot 3	Spot 4	Spot 5	Spot 6	Spot 7	Spot 8
1	30	0.5	7.40	222.00	39.96	262.00	524.00	786.00	1,048.00	1,310.00	1,572.00	1,834.00	2,096.00
2	[illegible]												
3	90	1.5	7.40	666.00	119.88	786.00	1,572.00	2,358.00	3,144.00	3,930.00	4,716.00	5,502.00	6,288.00
4	120	2	7.40	888.00	159.84	1,048.00	2,096.00	3,144.00	4,192.00	5,240.00	6,288.00	7,336.00	8,384.00
5	150	2.5	7.40	1,110.00	199.80	1,310.00	2,620.00	3,930.00	5,240.00	6,550.00	7,860.00	9,170.00	10,480.00

Sponsored Programmes

1. For 90 Programmes across one year : Rs. 6,000/half hour programme.
2. For 180 Programmes across one year : Rs. 5,000/half hour programme.
3. For 360 Programmes across one year : Rs. 4,000/half hour programme.

Sd/- H. Priyajit 29.10.24.
Station Manager
Radio Nongin, Imphal

To

The Chief Election Officer
Lamphelpat, Manipur
Sub: Submission of standard Rate cards

Sir,

This is response of your office No. COE-101/2/2026 – ELEC-EO THAT THE STANDARD Rate cards of Radio Loktak 90.4 MHZ, Under Ministry of Information and Broadcasting, GOI is hereby given for your kind reference and necessary action -

1. Rs. 500 -per slot (below 45 sec)
2. Rs 750 -per slot (below 45 sec)
3. Rs. 1000 -per slot (above 60 sec)

Thanking You

Date: 29/10/26

Yours faithfully

S. Prafullo.

S. Prafullo Mangang
Programme Executive,
Radio Loktak 90.4MHZ
Ph.8729954814

Programme Executive (PEX)
Radio Loktak 90.4 MHz

ꯇꯤ.ꯗ ꯃꯥꯏꯃꯟꯗ ꯔꯦꯗꯤꯌꯣ/91.2 DIAMOND RADIO

Khongjom, Thoubal District, Manipur – 795148
Ministry of Information & Broadcasting Gov. of India
(License No. – 209/1)

Ref. No.: ***DR/CEO-2026/10-01*** *Date:* ***October 29, 2026***

Standard Rate Card for Radio Jingle Advertisement

SL. NO.	Name of the Spot	Rate for Spot 1	Rate for Spot 2	Rate for Spot 3	Rate for Spot 4	Rate for Spot 5
1	Radio Jingle (45 Sec)	Rs. 500	Rs. 1,000	Rs. 1,500	Rs. 2,000	Rs. 2,500
2	Radio Jingle (60 Sec)	Rs. 750	Rs. 1,500	Rs. 2,250	Rs. 3,000	Rs. 3,750
3	Radio Jingle (90 Sec)	Rs. 1,000	Rs. 2,000	Rs. 3,000	Rs. 4,000	Rs. 5,000

Yours faithfully,

Sh. Bishanta Singh

Bishanta Shaikhom
Programme Executive
Diamond Radio, Khongjom
Phone No.: 8787691250