

The Chief Administrator,  
HUDA, Panchkula.

To

All the Administrators of HUDA.  
All the Estate Officers of HUDA.  
All the Superintending Engineers of HUDA.  
All the Executive Engineers of HUDA.

Memo No. Dy. ESA/HUDA/08/ 2093

Dated: 20-11-08


**Subject: Advertisement policy.**

-:-

It has been observed that the display Advertisements/Public notices/tender notices etc. being issued by various field offices as well as the different branches at HQs do not have any standardized format. Either the advertisements do not have attractive graphics or they have too much of text, which makes the advertisement unattractive and expensive. Therefore, an advertisement policy has been formulated, a copy of which is enclosed for information and necessary action.

It is requested that in future all the advts./public notices/tender notices/EOI notices should strictly conform to the guidelines laid down in the enclosed policy, and any lapse shall be viewed seriously.

*DA/Advt. Policy.*

  
(R.P. Gupta, IAS)  
Administrator (HQ),  
Chief Administrator,  
HUDA, Panchkula.

for


Endst. No. Dy. ESA/08/ 2093-A

Dated: 20-11-08

A copy of the above along with the advt. policy is forwarded to following officers/ Branch Heads of HUDA (HQ) for taking necessary action.

1. Chief Controller of Finance.
2. Chief Engineer and Chief Engineer-I.
3. Chief Town Planner.
4. Secretary.
5. Legal Remembrancer/DA.
6. Sr. Architect.
7. Enforcement Officer.
8. XEN(Vig.).
9. D.T.P.(N), D.T.P.(M) Incharge Urban Branch-I & II.
10. S.M.(IT).

*DA/Advt. Policy.*

  
(R.P. Gupta, IAS)  
Administrator (HQ),  
Chief Administrator,  
HUDA, Panchkula

for

## **Subject- Advertisement Policy.**

### **Background**

At present there is no advertisement policy applicable in the organization. Different offices of HUDA and different wings at the HQ issue advertisements through the Director Public Relations from time to time. For example, the Zonal Administrators issue advertisements for the auction of commercial sites, nursing homes, clinics, schools, religious or social charitable sites and petrol pump sites whereas the Executive Engineers issue advertisements in respect of invitation of tenders and appointment of consultants. Similarly, the Town & Country Planning wing issues advertisements pertaining to flotation of new sectors, oustees' claim, auction of prestigious sites such as five star hotels, shopping malls etc. Sometimes, the advertisements for inviting expression of interest for the appointment of consultants are also issued by various wings of HQ.

It has been observed that while issuing an advertisement, normally all the terms and conditions for the auction or allotment of sites are mentioned in the advertisement. These details were necessary to be provided in the advertisements earlier when HUDA did not have its own regularly maintained or updated website. Now, HUDA has a well maintained and active website (soon to be converted into dynamic web portal) with approximately 3,000 hits per day. Therefore, the standard details or terms and conditions etc. of different advertisements are not required to be displayed in the news papers. Rather, these can be made available on the website and also in respective offices. This will not only make our advertisements more economical but also make them attractive by omitting the heavy text content.

Hence, in view of the background as mentioned above, the following guidelines are laid down for different types of advertisements:

#### **1. Advertisement for Flotation of Sectors**

- a) That the advertisement should not be of more than half a page size.
- b) That the advertisement should be issued in four news-papers out of which at least three news-papers should be on DAVP rates.
- c) That the advertisement should contain visuals, table of plots, list of authorized banks and opening & closing dates of the scheme.



- d) That a note may be given in the advertisement that other necessary details including various terms and conditions may be viewed on HUDA website ([www.huda.gov.in](http://www.huda.gov.in)).
- e) That the repeat advertisement may be given depending upon the response of the scheme. However, the size of repeat advertisement should not be more than a quarter page.
- f) That atleast one prominent achievement of HUDA must be highlighted in the advertisement.

**2. Auction of normal Commercial Sites, Nursing Homes, Clinic Sites & School Sites**

- a) That the actual size of the advertisement will depend on the number of sites to be auctioned because the table of plots containing sector numbers, category of sites, number & size of sites, reserve price etc. is required to be given in the advertisement along with the date, time & venue of auction. However, it may be ensured that the space is not wasted unnecessarily.
- b) That the advertisement should be issued in two DAVP newspapers and in one of the leading dailies even if it is charging commercial rates.
- c) That the advertisement will not contain any terms and conditions of the registration of bidders which may be displayed on the website of HUDA. It will be mentioned clearly in the advertisement that only registered bidders will be eligible to participate in the auction for which detailed terms and conditions can be seen on the HUDA website ([www.huda.gov.in](http://www.huda.gov.in)) or in the concerned Estate Office.
- d) That the other details and terms & conditions of the allotment of plot may also be displayed on the website of the HUDA and it may be mentioned in the advertisement that other details and terms and conditions of the allotment of plot can be seen on the website of HUDA ([www.huda.gov.in](http://www.huda.gov.in)) or in the concerned Estate Office.
- e) That the advertisement for auction of sites must be given atleast fifteen days prior to the date of auction and repeat advertisement may be given at least three days before the date of auction.
- f) That one prominent achievement of HUDA pertaining to the concerned zone must be highlighted in the advertisement.

**3. Auction of Prestigious Commercial Sites such as 3-5 Star Hotels, Shopping Malls, Multiplexes, Commercial Towers etc.**



- a) That a separate advertisement shall be given for prestigious commercial sites and it should not be merged or clubbed with the auction of normal commercial sites.
- b) That the advertisement should not be of more than half a page size.
- c) That the advertisement will be issued in four news-papers having wide circulation including business papers.
- d) That the advertisement should contain visuals, details of the site, location of the site, important features of the site including FAR, zoning parameters, height, reserve price etc. and it should be a colored advertisement. The date, time and venue of the auction of the site should also be highlighted in the advertisement.
- e) That the advertisement will not contain any terms and conditions of the registration of bidders which may be displayed on the website of HUDA. It may be mentioned clearly in the advertisement that only the registered bidders will be eligible to participate in the auction for which detailed terms and conditions may be seen on the HUDA website ([www.huda.gov.in](http://www.huda.gov.in)) or in the concerned Estate Office.
- f) That the other details and terms & conditions of the allotment of plot may also be displayed on the website of the HUDA and it may be mentioned clearly in the advertisement that the details and other terms and conditions of the allotment of plot can be seen on the website of HUDA ([www.huda.gov.in](http://www.huda.gov.in)) or in the concerned Estate Office.
- g) That the advertisement for auction of sites must be published atleast twenty-one days prior to the date of auction and two repeat advertisements may be given with a gap of at least one week from the previous advertisement. The size of the repeat advertisement may be reduced to approximately quarter of a page.
- h) That the advertisement, if required, may be got designed, published and released from private agency without any extra charges, for which approval of the Government may be obtained.
- i) That one prominent achievement of HUDA must be highlighted in the advertisement.

#### **4. Religious, Social and Charitable Sites and Petrol Pump Sites**

page.

- b) That the advertisement may be issued in three news-papers which charge DAVP rates.
- c) That the advertisement should contain visuals, table of plots, and opening and closing dates of the scheme.
- d) That a note may be given in the advertisement that other details and terms & conditions can be viewed on HUDA website ([www.huda.gov.in](http://www.huda.gov.in)) or in the concerned Estate Office.
- e) That no repeat advertisement shall be given.
- f) That one prominent achievement of HUDA must be highlighted in the advertisement.

**5. Tender Notice, Notices inviting Oustees' Claims and Public Notices**

- a) That the advertisement should not be more than 1/8<sup>th</sup> of a page.
- b) That the advertisement may be issued in three news-papers which charge DAVP rates.
- c) That the advertisement may contain important informations, such as, details of works for which tenders are being issued, approximate cost of the work, earnest money, opening & closing dates of the tender, construction period and price of the tender etc. In respect of oustees' claims, the name of the scheme, details of available plots and rates etc. alongwith the scheme of oustees and opening & closing date of scheme along with earnest money required to be deposited may be mentioned. That maximum information may be provided in the advertisement itself because the land owners may not be computer-friendly, for which, if required, size of the public notice may be appropriately increased.
- d) That a note may be given in the advertisement that other details and terms & conditions can be viewed on HUDA website ([www.huda.gov.in](http://www.huda.gov.in)) or in the concerned Estate Office.
- e) That no repeat advertisement will be given.

**6. Appointment of Consultant or Expression of Interest**

- a) That the advertisement should not be more than quarter of a page.
- b) That the advertisement may be issued in at least three news-papers out of which two news-papers should be having wide circulation.



- c) That main features of the appointment of consultant or expression of interest may be given in the advertisement.
- d) That a note may be given in the advertisement that other details and terms & conditions can be viewed on HUDA website ([www.huda.gov.in](http://www.huda.gov.in)).
- e) That no repeat advertisement will be given.

**7. General Instructions**

- a) That the list of newspapers having DAVP/commercial rates as circulated by DPR vide his letter dated 28<sup>th</sup> June, 2007 is enclosed as Annexure 'A'.
- b) That logo and the address of HUDA website should invariably appear on the top of the advertisement as per the specimen given below.



HARYANA URBAN DEVELOPMENT AUTHORITY  
(ADDRESS OF THE CONCERNED OFFICE)  
**([www.huda.gov.in](http://www.huda.gov.in))**

- c) That the important telephone numbers and e-mail address of the concerned officers may be invariably displayed in the advertisement for benefit of those who want to seek any further information in respect of the advertisement e.g. FOR MORE INFORMATION please contact ..... telephone no..... e-mail.....
- d) For incorporating one prominent achievement of HUDA in the advertisement, concerned officers may contact Deputy Economic & Statistical Advisor (Dy.ESA HQ) or the Zonal Administrator can device the same at their level.



Rajeev Sharma, IAS

CA 2786  
16/7/07

16/7/07

CTP

7/7/07

DIRECTOR, PUBLIC RELATIONS  
AND CULTURAL AFFAIRS,  
HARYANA, CHANDIGARH

No. 13208-41

Dated 28/6/07 ✓

Sub :-

**Commercial advertisement rates of various newspapers.**

Dear Shri Dhillon Sahib,

CT.P.H. = 433  
17-7-07

The PR Department, as a nodal agency of the State Government, releases all kinds of advertisements concerning almost all the Departments/Boards/Corporations, Universities and other autonomous bodies of the State Government to various newspapers/periodicals. Normally, the advertisements pertaining to Government departments are released on DAVP rates. However, some newspapers, especially English language newspapers charge card rates/offered rates for the advertisements in case of some Boards/Corporations and Universities of the State Government. Keeping in view the subject matter of the advertisement and also the publicity impact and reach of the desired newspaper among the target readers, the same is released on card/offered rates of the newspaper on the request of the client advertise.

The newspapers, which charge card/offered rates for the advertisements concerning various Boards/Corporations and Universities of the State Government, have submitted their rates, which are effective from 1.4.2007. I am forwarding herewith a copy of the commercial rate chart for your information and consideration while selecting the newspapers for the release of advertisements by your organisation.

With regards,

Yours sincerely,

*(Signature)*

(Rajeev Sharma)

**Sh. S.S. Dhillon, I.A.S.,  
Chief Administrator,  
Haryana Urban Development Authority,  
Panchkula.**

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# DETAILS REGARDING COMMERCIAL RATES OF NEWSPAPERS

## EMPANELLED FOR GOVT. ADVERTISEMENTS

(EFFECTIVE FROM APRIL 1, 2007)

Name of Newspaper	Edition	Circulation	Card Rate (in Rs.) (per sq.cm.)		Offered/Concessional Rate		Remarks	DAVP Rates available for
			Display	Classified	Display	Classified		
Times of India	Delhi	957098	1500(B&W)/1600(Col.)	960	1460	875	For all Universities	All State Govt. Departments,
			1500 (B&W)	960	1270 (B&W)	875	For HUDA	Khadi & Village Industries Board,
			1600 (Col.)		1360 (Col.)		For HUDA	HSAMB, Dairy Development,
			1500 (B&W)	960	1500 (B&W)	960	For all other	HARTRON, Pollution Control
			1600 (Col.)		1600 (Col.)		Boards/Corps.	Board, Housing Board,
								Warehousing Corporation,
Economic Times	Delhi	174437	950 (B&W)	...	695 (B&W)	...	For HUDA only.	...do...
			1220 (Col.)		930 (Col.)			
	Delhi (includes CHD & Lucknow editions)		950(BW)	500	950(BW)	500	For all other clients	...do...
			1220 (Col.)		1220 (Col.)			
	Mumbai (includes Pune edition)		1000 (B&W)	550	1000 (B&W)	550	...do...	
			1270 (Col.)		1270 (Col.)			
	Kolkata		370 (B&W)	390	370 (B&W)	390	...do...	
			480 (Col.)		480 (Col.)			
	Chennai		300 (B&W)	190	300 (B&W)	190	...do...	
			350 (Col.)		350 (Col.)			
	Chandigarh		120 (B&W)	60	120 (B&W)	60	...do...	
			150 (Col.)		150 (Col.)			



Hindustan Times	Delhi+CHD	840553 (D)	1580 (B&W)	1185	1360 (B&W)	895	For HUDA, HSIIDC,	For all other clients
		191975 (C)	1700 (Col.)		1500 (Col.)		HAFED & all the Universities.	
	Delhi+CHD+Mumbai		2185 (B&W)	1610	1730 (B&W)	1245		
			2400 (Col.)		1900 (Col.)			
	Mumbai		605 (B&W)	425	500 (B&W)	400		
			700 (Col.)		600 (Col.)			
	All Editions		2985 (B&W)	2470	2050 (B&W)	1525		
			3285 (Col.)		2250 (Col.)			
The Tribune	CHD/Jalandhar	263849	310 (B&W)	310	310 (B&W)	310	Comm.rate for	For all other clients
			425 (Col.)		425 (Col.)		Hafed/Sugarfed/ Milk Plant/Dairy Dev./Universities/ Banks/Hartron.	
Indian Express	Chandigarh	49049	160 (B&W)	200	136 (B&W)	160	For Universities	For all Depts./Boys Corporations.
			200 (Col.)		160 (Col.)			
	Delhi	31844	295 (B&W)	405	236 (B&W)	324	For all Boards/Corps.	For all State Govts.
			330 (Col.)		264 (Col.)			
	Delhi			145		145	For HUDA, HAFED & Housing Board.	
Hindu	Delhi	91541	...	80	...	55		
	Southern Editions		1175	...	1175	...		
	All Editions		1205	1050	1205	1050		
Business Standard	Delhi	24951	190	190	50	50	For all Boards/Corps.	For all State Govts.
	North (Delhi/CHD/Lucknow)		190	200	190	200		
	East (Kolkata/Bhubneswar/		116	123	116	123		
	South (Bangalore/Chennai/		168	176	168	176		
	Kochi/Hyderabad)							
	West (Mumbai/Pune/		193	203	193	203		
	Ahmedabad)							
	All Editions		475	500	475	500		
Age	Delhi	...	...	...	15	15	For all clients.	

(2)