

GOVERNMENT OF PUDUCHERRY
DEPARTMENT OF INFORMATION AND PUBLICITY

No.E.68578/DIP/AD(PRESS)/PRA/2026-27

Dt. 24.06.2026

CIRCULAR

Sub: DIP – Application for Empanelment of Newspapers/
Periodicals – Requested – Re.

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In pursuance of Advertisement Policy and Guidelines for issuing Government Advertisement issued vide G.O.MS.No.9, dated 09.07.2014, the Department of Information and Publicity is in the process of empaneling the Newspapers /Periodicals / Magazines being published and circulated in the Union Territory of Puducherry. Hence, all the Newspapers/Periodicals/ Magazines are hereby requested to submit their applications in Form-II along with necessary documents on or before 27.07.2026 to the undersigned for empanelment of Newspapers / Periodicals / Magazines for releasing Government Advertisement in due course.

Application Form-II for empanelment of Newspapers/Periodicals/ Magazines are Advertisement Policy and es for issuing Government Advertisement are available in the official website, which can be downloaded from website address <https://info.py.gov.in> and <https://py.gov.in>

Last Date for submission of application is 27.07.2026.

Digitally signed by
Sureshraj
Date: 24-06-2026
12:09:44

(A.SURESHRAJ)
DIRECTOR

To

All the Advertisement Managers of
Newspapers/Periodicals/Magazines concerned

Copy to:

1. The District Collector, Karaikal
2. The Regional Administrator, Mahe / Yanam

With request to circulate this
Circular to the Newspapers /
Periodicals/Magazines being
published and circulated
in their respective District/
Regions.

ANNEXURE-II

FORM-II

(under clause 7.1.1)

GOVERNMENT OF PUDUCHERRY

DIRECTORATE OF INFORMATION AND PUBLICITY

Application for Empanelment of Newspapers/Periodicals

1. Title of the newspaper/journal :
2. Date of establishment of the publication/journal :
3. Place of publication :
4. Language :
5. Periodicity :
6. Selling price of single copy :
7. Name and address of the publisher :
8. Name and address of the editor :
9. Name and address of the printer :
10. Name and address of the owner :
11. Rate card :

Sl. No.	Editions	State/Districts/Area covered for circulation	No. of copies circulated	Tariff-black and white/colour/special position (specify)	Rate for display, classified, tenders etc.	If individual editions could be chosen for publication put tick mark
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11	Special packages if any, like Southern editions/Tamil Nadu/Puducherry editions (specify).					
	All editions					

Attach printed rate card of the publication.

12. Whether circulation figures have been authenticated (Attach latest Audit Bureau of Circulations Certified Copy/Statutory Auditor Certificate/Chartered Accountant Certificate as applicable).
13. Registrar of Newspapers for India Registration :
No. (Attach copy of Registrar of Newspapers for India Registration Certificate)
14. Mechanical data— :
 - Size of the publication :
 - Number of pages :
 - Total print area per page :
 - Column width.....cm. :
 - Column length.....cm. :
15. Whether empanelled with Directorate of Advertising and Visual Publicity (DAVP), if so, attach copy of rate approved by the Directorate of Advertising and Visual Publicity (DAVP).
16. Attested copy of the PAN card to be attached :

Signature :

Place :

Name :

Date :

Designation :

Office address :

(Seal)