

Speed Post

(21)

PRASAR BHARATI
(India's Public Service Broadcaster)
Directorate General: All India Radio
COMMERCIAL WING

File No. 19/31/2015-PIV/154

Dated, 8th July, 2015

Sub: Advertising Booking Portal for AIR/Empanelment of Virtual Advertising Agencies.

Director General has accorded approval for empanelment of virtual advertising agencies, a publicity material in this regard has to be published on websites of AIR, CSU and Social Media networks of All India Radio.

Kindly publish the enclosed publicity matter on the website of AIR, CSU and webpages of AIR on social media sites. The material may be withdrawn on 17/07/2015 (6.00 p.m.).

Encl : As Above.


(D.K. Das)

Deputy Director of Programmes (Com.)

- 1 Director (IT), P&D Unit, DG: AIR, New Delhi.
2 Director of Sales, Central Sales Unit, All India Radio, Broadcasting House, Backbay Reclamation, Mumbai 400 020.
3 Social Media Cell, DG: AIR, New Delhi.

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**PRASAR BHARATI
(INDIA'S PUBLIC SERVICE BROADCASTER)
DIRECTORATE GENERAL: ALL INDIA RADIO**

All India Radio provides an unparalleled reach to any advertiser across the country through its vast network of 215 broadcasting centers comprising 338 transmitters. AIR's USP is that it offers a variety of advertising options viz.

- Primary Channel 117
- Local Radio Stations 86
- Vividh Bharati centers 37
- FM Rainbow 23
- FM Gold 05
- National Channel 01
- North Eastern services 01

Advertisers are served by 15 CBS centers mostly located in state capitals and CBS, Mumbai. Advertisers desiring publicity of their products through various networks of AIR and willing to reach to the millions of Akashvani listeners spread across the country, can book their advertisements at various AIR stations or through its agencies and canvassers.

In the era of digital technology and online business scenario All India Radio also plans to mark its availability to advertisers through web portals/ Virtual Advertising agency. In this regard All India Radio invites applications from desirous companies/ parties having an Ad Booking web portal on following terms and conditions -

- The Applicant (Company) must have an experience of minimum 5 years in the field of booking of advertisements for media houses.
- Their experience in the field of online marketing shall not be less than 3 years.
- They must have a minimum experience of 2 years for online booking of radio advertisement.
- The Applicant (Company) must have an annual turnover of minimum Rs. 50 lacs for the past 2 years.
- Applicant (Company) making provision of Ad Booking portal shall be accorded status of registered agency and shall enjoy all the facilities of a registered agency.
- The exclusive ad booking portal, for booking advertisements for AIR, shall be ready by 1st September 2015. AIR will not bear any cost in making and maintenance of any such portal.
- Web sites of AIR shall have a link for the proposed Ad booking web portal.
- Detailed terms and conditions will be conveyed at the time of formal enrolment.
- DG: AIR reserves the right to reject any application with or without assigning any reason.
- Last date of application is 17th July 2015.

Applications shall be addressed to **Additional Director General (Commercial), All India Radio, Akashvani Bhawan, Parliament Street, New Delhi 110001** and shall be super scribed in capital letters **“REGISTRATION FOR VIRTUAL ADVERTISING AGENCY”**.