

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
RAJYA SABHA

UNSTARRED QUESTION No. 1529
TO BE ANSWERED ON 12.12.2025

REVISION OF GOVERNMENT ADVERTISING RATES

1529. **SHRI MITHLESH KUMAR**

SMT. KIRAN CHOUDHRY

SHRI MADAN RATHORE

SHRI BABURAM NISHAD

Will the Minister of INFORMATION & BROADCASTING be pleased to state:

- (a) the rationale behind the revision of Government advertisement rates for print media and the key recommendations of the 9th Rate Structure Committee in this regard;
- (b) the likely impact of the revised rate structure on the financial stability of small, medium, and regional newspapers;
- (c) whether the Central Bureau of Communications (CBC) has taken any steps for transparent and efficient implementation of the revised advertising policy; and
- (d) the measures being taken for better dissemination of public information and to support high-quality journalism across the country?

ANSWER

**MINISTER OF STATE FOR INFORMATION & BROADCASTING; AND
PARLIAMENTARY AFFAIRS**

(DR. L. MURUGAN)

(a) to (d):

The Government constituted the 9th Rate Structure Committee (RSC) on 11 November 2021 to examine and recommend revisions in advertisement rates for print media.

The Committee consulted a wide range of stakeholders, including the Indian Newspaper Society (INS), All India Small Newspapers Association (AISNA), Small-Medium-Big Newspapers Society (SMBNS) and other representatives of large, medium and small publications.

The Committee assessed multiple cost parameters influencing print media operations, such as newsprint cost escalation, inflationary trends, processing and production expenses, employee wage liabilities, imported paper prices and other relevant inputs.

Based on these assessments, it submitted unanimous recommendations, which were accepted by the Government.

The Government has agreed to the recommendations of the Committee including relating to premium rates to be offered for colour advertisements, preferential positioning.

The revision of advertisement rates is commensurate with rising input costs and increasing competition for the print media from digital platforms.

Enhanced revenue flows will help sustain operations, promote quality journalism, and strengthen local news ecosystems. Improved financial stability will also enable print media organisations to invest in better content creation, thereby serving public interest more effectively.

By recognising the continued relevance of print media within a diversified media landscape, the Government aims to ensure more effective dissemination of its communication and information to citizens.

To ensure transparent and efficient implementation of the revised advertising policy, the Central Bureau of Communications (CBC) has operationalised a faceless, paperless, end-to-end online system for all its operations.

The Ministry of Information and Broadcasting, through the Press Information Bureau (PIB), ensures timely dissemination of official information through press releases, background notes, fact sheets and FAQs. It also organises regular press conferences and briefings for the media.

Its regional offices conduct workshops such as *Vartalaps* and *Vartas*, while press tours are organised to familiarise journalists with field-level initiatives. PIB also undertakes fact-checking to counter misinformation.

These measures collectively promote transparent communication and facilitate credible journalism across the country.
