

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO.2118
TO BE ANSWERED ON 23.09.2020**

REVISION OF ADVERTISING RATES IN PRINT MEDIA

2118. SHRI SUDHAKAR TUKARAM SHRANGARE:

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

- a) whether the Government has any plan to increase advertising rates in print media;**
- b) if so, the details thereof along with the time since when the advertising rates were revised in the past; and**
- c) the fresh steps taken by the Government to bail out print media from current distressed situation as well as prevent them from turning non-viable/sick?**

ANSWER

**MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;
MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER
OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
{SHRI PRAKASH JAVADEKAR}**

(a) to (c): Government has increased the rates for advertisements to be released by Bureau of Outreach and Communication in print media by 25% in January, 2019 over the rates prevailing since 2013. These revised rates are valid for three years.

The representations from print media for relief measures from time to time are taken up for appropriate decisions with the concerned Ministries.
