

Fee Structure of Hoarding and Advertisement					
Sl No.	Description and Purpose	Proposed			
		Main Road	Other Roads	Dividers & Flyovers	Rate & Duration
1.	Non- illuminated advertisement on land/ building hoarding/ frame post/ structure a) For a space 1 sq/ ft to 10 sq.ft. b) Every additional 25 sq.ft or less	1000/- 1000/-	800/- 900/-	1000/- 1700/-	Per Year
2.	Non- illuminated advertisement carried on vehicles: a) One time tax for Maruti Van/ Indica etc. b) One time tax for Sumu/ Tata DI c) One time tax for Truck etc.	6000/- 8500/- 12000/-			Upto three months
3.	Illuminated advertisement carried on vehicles a) One time tax for Maruti Van/ Indica etc. b) One time tax for Sumu/ Tata DI c) One time tax for Truck etc.	8500/- 11000/- 14500/-			Upto three months
4.	Non- illuminated advertisement Boards carried by hand with men. a) For each board not exceeding 3 sq.ft	700/-			Upto three months

	<p>b) For each board exceeding 3 sq.ft upto 10 sq.ft.</p> <p>c) For each additional 10 sq.ft or part thereof.</p>	<p>1400/-</p> <p>1400/-</p>			
5.	<p>Illuminated advertisement Boards carried by hand with men.</p> <p>a) For each board not exceeding 3 sq.ft.</p> <p>b) For each board exceeding 3 sq.ft upto 10sq.ft</p> <p>c) For each additional 10 sq.ft. or part thereof</p>	<p>1150/-</p> <p>2300/-</p> <p>1150/-</p>	Upto three months		
6 (a) (i)	<p>Illuminated advertisement on land building/ hoarding, frame post/ structure etc.</p> <p>a) For a space 1 sq.ft. to 10 sq.ft.</p> <p>b) Every additional 25 sq.ft. or less</p>	<p>2500/-</p> <p>1750/-</p>	<p>2000/-</p> <p>1450/-</p>	<p>3000/-</p> <p>2250/-</p>	<p>Per Year</p>
6 (a) (ii)	<p>Wall paintings</p> <p>a) Upto 10 sq.ft.</p> <p>b) Every additional 25 sq.ft. or less</p>	<p>400/-</p> <p>400/-</p>			<p>Per three months</p>
6 (a) (iii)	<p>Board</p> <p>a) For a space upto 10 sq.ft. (one side)</p> <p>b) Every additional 10 sq.ft or less (one side)</p>	<p>500/-</p> <p>400/-</p>	<p>400/-</p> <p>300/-</p>	<p>800/-</p> <p>700/-</p>	<p>Per Year</p>

6 (b)	Electronic hoarding on land, building, frame post, structure etc.	5400/-	4000/-	8000/-	Per item per year
	a) For a space 1 sq.ft to 10 sq.ft. b) Every additional 25 sq.ft or less.	2750/-	2250/-	4250/-	
7 (a)	Advertisement exhibited on screen in public places means of lantern slides or similar devices for public view	600/-	500/-	Not allowed	Per show
7 (b)	Advertisement on cinema house per show:		Per theatre per show		
	a) Short film advertisement	400/-			
	b) Short film advt. With social cause.	150/-			
	c) Slide film	250/-			
d) Slide film advt. with social cause.	100/-				
7 (c)	Advertisement tax on electric media including Cable T.V.	One advalorum basis @10 % on the rates charged by the advertiser.			
8.	Non- illuminated advertisement suspended across streets				Per Year
	a) For a space upto 3 sq.ft.	430/-	400/-	480/-	
	b) For a Space 3 sq.ft to 10 sq.ft.	720/-	670/-	950/-	
c) For every additional 25 sq.ft or less	800/-	670/-	950/-		
9 (a)	Glow-sign board on land, building framepost, structure, dividers etc. (one side				

	rate) a) For a space up to 10 sq ft b) Every additional 25 sq ft or less	3000/- 2250/-	Per Year		
9 (b)	Traffic Police Booth (manual/ electronic) (Per Unit)	3600/- per month			
10	Permission to auctioneers to put not more than two boards of reasonable size advertisement each auction site other than those in the premises where the auctions is held, one on a prominent site in the locality one on the Municipal lamp post.	1600/- 1788/-	1480/- 2960/-	1800/- 5400/-	25 sq.ft two boards/ year
11 (a)	Printed advertisement for display etc a) 0.6 M x 0.9 M (first hundred) b) Next hundred c) For every additional hundred	1800/- 3600/- 4800/-	1800/- 3600/- 4800/-	1800/- 3600/- 4800/-	Per Year
11 (b)	Pamphlets etc a) 0.6 M x 0.9 M (first hundred) b) Next hundred c) For every additional hundred	120/- 60/- 60/-	Per Year		
12 (a)	Permanent gates across the road (illuminated) (one side) constructed by NHAI/ PWD/ NEC etc. a) Upto 40 sq.ft wide road. b) Above 40 ft upto 80 ft width road c) Beyond 80 ft.	360/- 18000/- 36000/-	260/- 18000/- 24000/-	Per Year

	wide road.				
12 (b)	Temporary gates along the line of foot path	360/-	260/-		
	a) For a space upto 3 sq.ft	550/-	510/-	Not allowed	Per One Month
	b) For space 3 sq.ft	550/-	510/-		
	c) Every additional 25 sq.ft or less				
13.	Displaying of Cloth banner				Per banner Per month
	a) Along the road	150/-			
	b) Along the road	250/-			
14.	Closed circuit TV	350/-	360/-	Not allowed	Per year
15.	Not illuminated Ballon	2400/-	2400/-	Not allowed	Per year
16.	Illuminated ballon	4800/-	4800/-	Not allowed	Per year
17.	Umbrella and other type of media	360/-	300/-	Per 3 sq.ft/ 3 months
18.	Shop shutters	600/-	600/-	Each Advt. Per Year
19.	Bus Shelters (including encroachment Fee)				
	a) Illuminated	Same as 1 (a)	Same as 1 (a)	Same as 1 (a)	Per year
	b) Non-Illuminated				
20.	Central Media	300/-	300/-	Per 10 sq.ft Per year
21.	Encroachment fee	420/-	360/-	480/-	Per R.M. Per year
22.	International event (payment to be made by Organizer)				
	a) Hockey/ foot	50000/-			

	ball etc. b) Cricket	300000/-			
23.	National event (Payment to be made by organizer) a) Badminton / Lawn Tennis/ Football/ Cricket etc.	24000/-			
24.	Non- illuminated boxes (Display of advertisement on 4 sides or more) a) If all sides are less than 12 inches. b) If any side is between 12 inches to 18 inches. c) If any side is between 18 inches to 24 inches. d) If any sides is between 24 inches to 48 inches. e) If any side is above 48 inches.	360/- 1100/- 3250/- 9700/- 29150/-			Per Year
25.	Illuminated boxes (Display of advertisement on 4 sides or more) a) If all sides are less than 12 inches. b) If any side is between 12 inches to 18 inches. c) If any side is between 18 inches to 24 inches. d) If any side is	500/- 1450/- 4300/- 12950/-			Per year

	<p>between 24 inches to 48 inches.</p> <p>e) If any side is above 48 inches.</p>	38880/-			
26.	<p>Cultural show/ Event Payment to be made by organizer:</p> <p>a) Spectators less than 1500/-</p> <p>b) Spectators more than 1500/- to 20000/-</p>	<p>12000/-</p> <p>24000/-</p>			Per day
27.	<p>Temporary Road Cover gates (for 7 days)</p> <p>a) Main Road</p> <p>b) Other than Main Road</p>	<p>50000/-</p> <p>40000/-</p>			Per 7 (seven) Days
28.	<p>In all the above Categories 25% of the amount of the agreement between advertising agencies and the hiring companies or tax admissible as fixed as per Sl no. 1 to 27, whichever is higher</p>				