मनीषा बंसल बादल
महाप्रबंधक (बीडी)
Manisha Bansal Badal
General Manager (BD)

183
15/9/25

भारत सरकार
संचार मंत्रालय
डाक विभाग
डाक भवन, नई दिल्ली-110001
Government of India
Ministry of Communications
Department of Posts
Dak Bhawan, New Delhi-110001

सत्यमेव जयते

कार्यालय चीफ पोस्टमास्टर जनरल उ0 प्र0 सर्कल
273
15 SEP 2025
O/o CHIEF PMG U.P. CIRCLE L

14/C 678

DO No. BDMD-07/1/2020-BDMD

Dated: 11th September, 2025

Dear Sir,

The Media Post service, a flagship advertising platform of India Post, has long served as a credible and high-visibility medium for both public and private sector entities. However, with the last revision of Media Post rates undertaken way back in 2007, there has been a growing need to realign our offerings with current market realities and evolving media trends.

2. I am pleased to inform you that we have now undertaken a comprehensive revision of Media Post tariffs and structure. The revised structure reflects the current advertising landscape and introduces rates for new-age formats such as LED/LCD digital screens for audio-visual content. This is in addition to our traditional offerings, which continue to provide exceptional value and outreach.

3. To boost participation, we have introduced a revised rate structure for Media Post, structured discounts for longer campaigns, streamlined registration and approval processes to ensure ease of engagement and detailed guidelines for implementation (**Annexure 1**).

4. With this revision of Media Post tariffs and structure, the product has become more contemporary, business-friendly, and client-oriented. This provides India Post with a significant opportunity to leverage its vast postal network to capture the advertising market and generate substantial revenue. Accordingly, realistic revenue targets have been assigned to each Circle, keeping in view their advertising potential and operational capacity (**Annexure II**).

5. You are requested to prioritize Media Post activities in your Circle and ensure active engagement by Divisional, Regional, and field units. Teams should reach out to Government Departments, PSUs, educational institutions, healthcare providers, private companies, and NGOs—sectors that value reliable, high-visibility platforms like our post offices. All units must focus on client acquisition, effectively promote the full suite of Media Post services, and ensure timely, hassle-free execution to enhance revenue and establish India Post as a preferred advertising platform.

With regards,

Yours sincerely,
Manisha
(Manisha Bansal Badal)

Sh. Pranav Kumar
CPMG, Uttar Pradesh Circle

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19/9

AD(BD)
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Annexure I

Media Post: Advertisement Rates & Guidelines

1. Introduction

The Media Post service is an advertising mechanism designed by the Department of Posts, India, aimed at enabling Government Bodies, Public Sector Units, and Private Corporations to advertise their products, services, and public welfare messages using the vast postal network. Media Post is responsible for managing all types of advertisements like advertisement on Postal stationary, indoor advertisement through banners/ posters/ standees/ hoardings/ LCD/ LED, outdoor advertisement through banners/ flex boards and at counters in Post Shoppe of the Department of Posts (DoP).

These guidelines aim to:

- Ensure that all content published is consistent with government policies and ethical standards.
- Maintain national unity, security, and integrity in published content.
- Protect confidential and restricted information from being publicly accessible.
- Align with national legal frameworks and IT Rules governing government content.

2. Scope

These guidelines apply to a broad range of entities that are eligible to utilize the Media Post services offered by the Department of Posts (DoP) for advertising and promotional purposes. The aim is to ensure that Media Post is accessible to both public and private sector organizations in a structured and compliant manner.

2.1. Central and State Government Departments

All Ministries, Departments, and Autonomous Bodies under the Central Government, as well as State Governments and Union Territory Administrations, are eligible to use Media Post services. These entities may utilize the service to:

- Disseminate information on government schemes and initiatives (e.g., health, education, finance, digital governance)
- Conduct public awareness campaigns (e.g., elections, vaccination drives, disaster preparedness)
- Promote welfare programs targeting specific demographics (e.g., rural outreach, women and child development)
- Issue important notices, recruitment advertisements, and regulatory updates.

2.2. Public Sector Undertakings (PSUs) and Government-Owned Corporations

All Central and State PSUs, statutory corporations, and government-owned enterprises can access Media Post services for:

- Promotion of government-affiliated products and services (e.g., banking, insurance, fuel, telecom)
- Branding and visibility campaigns for public sector achievements and milestones
- Investor awareness and customer outreach programs

These entities benefit from the credibility and extensive network of India Post to reach customers across diverse geographies.

2.3. Registered Private Organizations and Companies

Media Post is also open to registered private organizations, including:

- Private companies and businesses engaged in commercial, industrial, or service sectors
- Educational institutions, healthcare providers, and other professional entities
- Non-governmental organizations (NGOs) and civil society groups, subject to content compliance

All private users must comply with the Department's content, payment, and legal compliance guidelines.

3. Objectives

- Enhance visibility of government and corporate products and services by using India Post's extensive postal network across urban and rural areas.
- Utilize postal assets — such as postal stationery, post office displays, and LED screens — to create impactful advertising campaigns.
- Support public interest messaging by providing a reliable and government-approved platform for awareness and outreach initiatives.

4. Media Post Services: Advertising Rates

4.1. The Department of Posts offers a variety of advertising rates under the Media Post service. These options enable advertisers to reach audiences through traditional postal materials, physical displays at post offices. Below is a detailed overview of each advertising rates:

A. Advertisement of Postal Stationery:

Media	Advertisement Space (in cms)	Rates (per piece) for advertisement		Minimum quantity for booking	Minimum quantity for discount on Rates	Discount on rates
		Single Colour	Multi Colour			
POSB Passbooks	9x2.25	300P	600P	1 Lakh	2.5 to 5 Lakh	10%
					More than 5 Lakh	15%
Envelope	9x2.25	300P	600P	10 Lakh	15 to 20 Lakh	5%
					More than 20 Lakh	10%
Inland Letter Card	9x2.25	300P	600P	10 Lakh	15 Lakh	5%
Post Card	3x2.25	100P	200P	5 Lakh	15 Lakh	5%

(i) Picture of POSB Passbooks



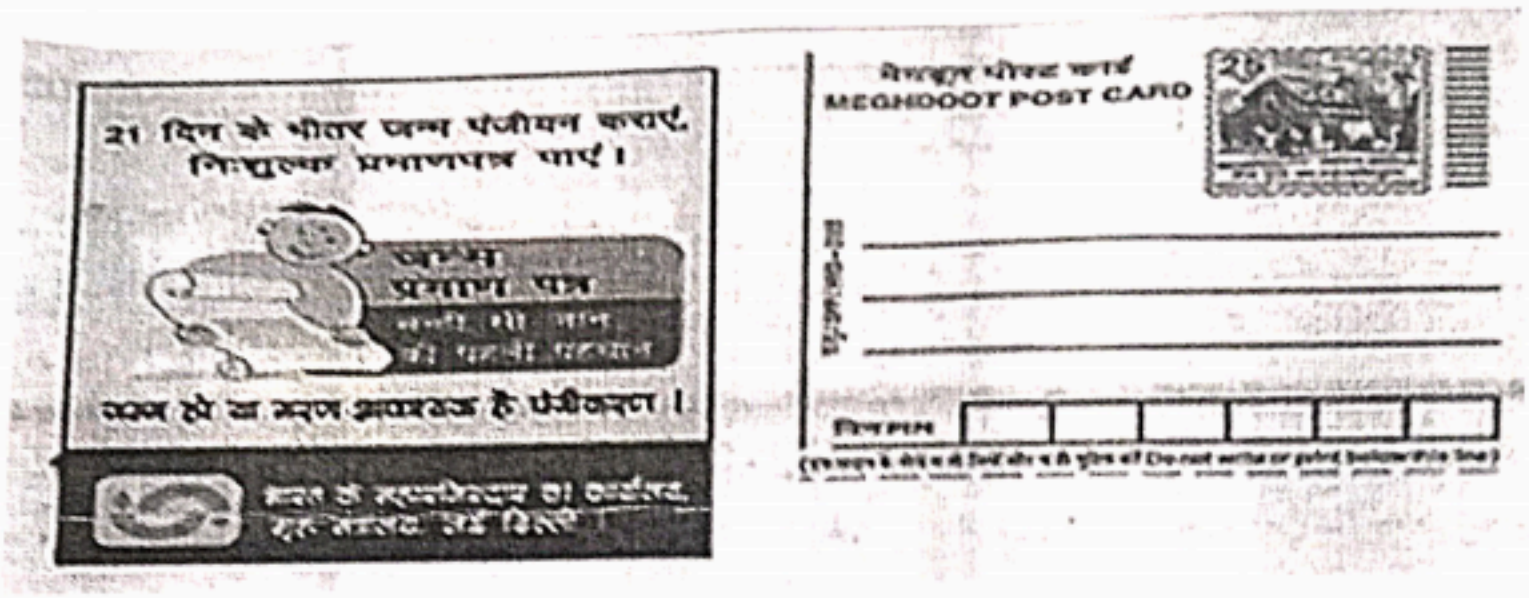
(ii) Picture of Envelope



(iii) Picture of Inland Letter Card



(iv) Picture Post Card



B. Indoor Advertisement through Banners/ Posters/ Standees/ Hoardings etc.: -

Type of City	Rates per square foot	Duration
Tier-I	Rs. 400/-	30 days
Tier-II	Rs. 300/-	
Tier-III	Rs. 200/-	

Discount on rates: 15% for 180–360 days, and 20% for durations exceeding 360 days.

(i) Picture of Banner/Flex



(ii) Picture of Standee



C. Display of Products in Post Shoppes: -

Size Category	Dimensions	Rates	Duration
Small	Up to 6"x6"x6" (~15x15x15 cm)	Rs. 2500/-	30 days
Medium	Up to 12"x12"x12" (~30x30x30 cm)	Rs. 5000/-	
Large	Above 12"x12"x12"	Rs. 7500/-	

Discount on rates: 15% for 180–360 days, and 20% for durations exceeding 360 days.

Placement Category	Multiplier
Premium (eye-level, near entrance)	1.5×
Standard (middle/regular counters)	1×
Basic (lower shelves, less visible areas)	0.75×

(i) Picture of Post Shoppe



D. Indoor Advertisement through LCD and LED:-

Type of Cities		Tier-I			Tier-II			Tier-III		
Time slot	Duration	Audio	Video	Audio & Video	Audio	Video	Audio & Video	Audio	Video	Audio & Video
Morning (9:00 AM - 12:00 PM)	30 seconds	Rs.2/-	Rs.4/-	Rs.6/-	Rs.1/-	Rs.2/-	Rs.4/-	Rs.0.50/-	Rs.1/-	Rs.1.50/-
Mid-Day (12:00 PM - 3:00 PM)	30 seconds	Rs.1/-	Rs.2/-	Rs.3/-	Rs.0.50/-	Rs.1/-	Rs.1.50/-	Rs.0.25/-	Rs.0.50/-	Rs.0.75/-
Afternoon (3:00 PM - 5:30 PM)	30 seconds	Rs.0.50/-	Rs.1/-	Rs.1.50/-	Rs.0.25/-	Rs.0.50/-	Rs.0.75/-	Rs.0.12/-	Rs.0.25/-	Rs.0.37/-

Discount on rates: 15% for 180–360 days, and 20% for durations exceeding 360 days.

Note: A minimum duration of 30 days is required for the advertisement.

(i) Picture of LED display



E. Outdoor Advertisement through Banner/Flex boards etc.:

Type of City	Rates	Space	Duration
Tier-I	Rs.1000/-	One Square feet	30 days
Tier-II	Rs. 700/-		
Tier-III	Rs. 400/-		

Discount on rates: 15% for 180–360 days, and 20% for durations exceeding 360 days.

Note: A minimum duration of 30 days is required for the advertisement.

All these rates are exclusive of GST, Municipal Tax and Local taxes (if any) and any other taxes which may be applicable.

4.2. Terms for Rate Enhancement and New Contracts

All these rates will be subject to a 15% increase every 3 years, to account for inflation and market dynamics.

All these rates shall be applicable only to new advertisers and customers who enter into agreements or advertising contracts after the effective date.

5. Registration Process

To avail the Media Post advertising services offered by the Department of Posts, all interested parties must follow a structured registration and approval process. This ensures that campaigns are well-coordinated, compliant with regulations, and executed efficiently (Annexure I).

5.1. Proposal Submission

Clients must begin by submitting a detailed proposal to the concerned office based on their location or campaign scale:

- Divisional Office
- Regional or Circle Office
- Business Development Directorate

The proposal should clearly outline the intent, scope, and logistical requirements of the advertising campaign. Submissions can be made in physical or electronic format, as per availability.

5.2. Details to Include in the Proposal

To facilitate smooth processing, the proposal must include the following key information:

5.2.1. Duration of the Campaign

Clearly mention the timeline for the proposed campaign. This includes:

- Start Date and End Date of the advertisement period
- Or, alternatively, the total duration in days
- Mention if the campaign will run continuously or in phased intervals
- If recurring, specify the frequency of display or distribution

This helps the Department allocate resources and plan display schedules accordingly.

5.2.2. Selected Advertising Medium(s)

Specify the Media Post formats you intend to use, categorized as follows:

- **Postal Stationery**
  - Savings Bank Passbooks
  - Envelopes
  - Inland Letter Cards
  - Postcards
- **Physical Media**
  - Posters and Flex Banners
  - Hoardings and Standees
  - In Post Shoppes
- **Digital Media**
  - LCD/LED Displays

Clearly indicate the quantity, preferred formats, and placement preferences (if any).

5.2.3. Geographical Target or Post Office Locations

Provide precise information on the geographical coverage of your campaign:

- Names of specific towns, cities, or regions
- List of targeted Post Office branches, if available
- Preference for urban, semi-urban, or rural coverage
- Indicate if the campaign is local, regional, or nationwide

This allows the Department to determine space availability and campaign feasibility.

5.2.4. Design Samples and Content Copy

All proposals must include initial creative and content materials to aid in the review process:

- Mock-up Designs or Preliminary Creatives
  - Showcasing layout, logo placement, and colour scheme
- Advertisement Text Copy
  - The exact text to be printed on stationery or displayed on digital/physical media
- Branding Guidelines
  - Any colour, logo, font, or design specifications to be followed
- Language(s) of content (if multilingual, provide translations)

5.3. Approval & Media Plan

After reviewing the submitted proposal, the Department will:

- Evaluate the feasibility, availability of space, and compliance with content regulations.
- Upon approval, share a formal Media Plan outlining:
  - Approved advertising formats and locations
  - Duration of the campaign
  - Estimated cost, including applicable taxes (e.g., GST)
  - Timelines for execution

This plan serves as the official offer from the Department and will guide further implementation.

5.4. Agreement & Work Order

Depending on the size and complexity of the campaign:

- A formal agreement may be signed between the client and the Department of Posts.
  - This agreement outlines responsibilities, timelines, payment terms, compliance clauses, and dispute resolution procedures.
- The client must issue a Work Order in favour of the Department of Posts, confirming their acceptance of the media plan and authorizing execution.

Note: No work shall commence until the formal work order and full advance payment are received.

This registration process ensures transparency, proper planning, and smooth coordination between the Department and clients for successful Media Post campaigns.

6. Advertisement Material Guidelines

To ensure smooth execution of Media Post campaigns, all advertisers must adhere to the following guidelines regarding the preparation, delivery, and format of advertising materials:

6.1. Delivery of Physical Materials

- Advertisers are responsible for delivering all physical advertisement materials—such as posters, banners, standees, or hoardings—to the designated Post Office locations as specified in the approved Media Plan.
- Delivery must be made at the advertiser's own cost and within the timeline agreed upon in the Work Order.
- Proper packaging and labelling of materials are essential to avoid delays or damage during handling.

6.2. Printing on Postal Stationery

- Printing on official postal stationery (e.g., postcards, envelopes, inland letter cards, passbooks) will be handled exclusively by the Department of Posts.
- Advertisers must provide finalized artwork/designs in the prescribed format within the specified timeframe.
- No external vendor or agency is permitted to print on postal stationery for Media Post campaigns.

6.3. Digital Advertisement Content

- For digital media (such as LED displays), the creative content must be provided by the advertiser.
- Content should be submitted in approved digital formats as specified by the Department of Post.
- Advertisers are encouraged to ensure that digital content is high-quality, visually clear, and optimized for display resolution.
- In the case of animated or video content, it must comply with duration limits and technical specifications shared by the Department during campaign planning.

7. Content Compliance Guidelines

All advertising content submitted under Media Post must strictly adhere to the following compliance standards to ensure appropriateness, legality, and alignment with the values of the Department of Posts:

7.1. Permitted content must:

- comply with all applicable laws and regulations, including national advertising standards, intellectual property rights, and statutory provisions.
- be appropriate, professional, and aesthetically designed, ensuring that advertisements are visually clean, suitable for public display, and culturally sensitive.
- ensure non-obstruction and visual harmony by not interfering with the appearance, signage, or operations of the post office premises.
- be proportionate and appropriately sized, ensuring that advertisements are not larger in prominence or placement than the Department of Posts' own branding or signage.

7.2. Prohibited content must not:

- promote religious or political views; any advertisement that supports or opposes a political party, ideology, or religious belief is strictly prohibited.
- advertise harmful or restricted products, including but not limited to: alcoholic beverages, tobacco products (including e-cigarettes), narcotics or substances banned under Indian laws, and any content containing obscenity, vulgarity, or sexually explicit material.
- promote services or entities that compete directly with the Department of Posts; advertisements for other courier, postal, or logistics service providers are not allowed.
- obstruct official postal signage or public access; advertisements must not block signage, counters, entry/exit routes, or impede access to services within the post office premises.

8. Payment Terms

To ensure smooth processing and timely execution of Media Post campaigns, all clients are required to adhere to the following payment guidelines:

8.1. 100% Advance Payment (Inclusive of GST and Taxes)

- Full payment must be made in advance before the commencement of any advertising activity.
- The total amount payable will include GST and all applicable taxes, as specified in the approved Media Plan.
- No part-payment, instalment, or post-payment facility will be allowed under any circumstances.
- Campaign implementation will begin only after the receipt of full payment.

8.2. Accepted Modes of Payment

Clients may make payments using any of the following secure methods:

- Cheque (payable to the designated Post Office authority)
- Demand Draft (in favour of the Department of Posts)
- NEFT / RTGS (using official bank details provided during media plan approval)
- Online Payment (through authorized payment gateway or portal, if available)

Clients must ensure that the correct media plan reference or campaign ID is mentioned in the payment details for accurate tracking.

8.3. Invoice Issuance

- An official invoice/receipt will be issued by the Department of Posts upon confirmation of payment.
- The invoice will be duly signed by the Head of the Office and will serve as proof of payment and authorization for campaign execution.
- In case of online transactions, clients are advised to retain the transaction reference for verification purposes.

9. Legal & Operational Terms

9.1. Department Rights

The Department of Posts reserves the right to restrict, suspend, or terminate any approved merchandise display or advertisement without prior notice under the following circumstances:

- Violation of terms and conditions, including but not limited to, display of prohibited content, unauthorized branding, or misrepresentation.
- Force majeure events, including but not limited to natural disasters, government orders, public health emergencies, or any other unforeseen events beyond the department's control that may impact operations.
- No liability shall be assumed by the Department in such cases, and businesses shall not be entitled to any compensation or continuation of service.

9.2. No Refunds Policy

Once a Media Plan is approved and payment is received, the booking is considered final. No refunds, full or partial, shall be issued in the event of:

- Early removal or withdrawal by the client
- Operational interruptions due to client-side delays or other uncontrollable circumstances

9.3. Display Schedule and Verification

Clients may request to verify the display schedule of their merchandise & advertisement during the approved duration. The Department shall allow such verification during working hours, subject to prior coordination and availability of staff. Verification may be physical or photographic, depending on the circumstances and location.

9.4. Modifications and Policy Updates

The Department reserves the right to revise, update, or modify the display guidelines, pricing, or operational procedures at any time without prior notice. Such modifications shall be applicable to all future bookings and, where relevant, ongoing displays, subject to reasonable notice.

9.5. Proof of Compliance

Before the commencement of the display, businesses must submit all necessary compliance documentation, which may include:

- Product authenticity declarations
- Promotional material approval
- Any applicable certifications or licenses required for the goods being displayed

Failure to provide satisfactory documentation may result in suspension or cancellation of the display without refund.

10. Contact for Media Post Services

Clients and advertising agencies are encouraged to contact the Business Development Directorate or the relevant Postal Circle, Regional, or Divisional Offices to submit their proposals, seek guidance, and receive assistance throughout the Media Post advertising process.

Annexure I

Media Post Registration Form

S.No.	Particulars	Details
1	Applicant Details	
1.1	Name of the Applicant	
1.2	Organization Name	
1.3	Designation	
1.4	Address	
1.5	Phone Number	
1.6	Email Address	
1.7	Website (if applicable)	
2	Type of Media Post	(Please select one)
2.1	Type of Media	[ ] Print Media (Banner/Flex/Standee/Hoardings, etc.)
		[ ] Electronic Media (LED/TV etc.)
		[ ] Others (Please specify):
3	Media Post Details	
3.1	Name of the Media Post	
3.2	Type of Content (e.g., Information, Advertisement, Entertainment, etc.)	
3.3	Frequency of Publication/Update	
		(e.g., Daily, Weekly, Monthly, etc.) (in seconds/minutes/hours)
3.4	Area of Coverage	[ ] Local [ ] National (Tier-I, Tier-II and Tier-III cities) Option to select one, more than one and all)
		[ ] Other (Please specify):
4	Proof of Media Operation	(Please attach documents as applicable)
4.1	Copy of Registration	[ ] Attached [ ] Not Attached

	Certificate (if applicable)	
4.2	Copy of Media License (if applicable)	[ ] Attached [ ] Not Attached
4.3	Last Three Issues or Publications	[ ] Attached [ ] Not Attached
4.4	Other (Please specify):	_____
5	Purpose of Registration	(Please describe briefly)
5.1	Purpose	
		_____
6	Declaration	
6.1	Signature of the Applicant	_____ (Digital signature also admissible)
6.2	Date	_____

For Official Use Only:

S.No.	Particulars	Details
1	Application Received by	
2	Date of Receipt	
3	Registration Number	
4	Status	[ ] Approved [ ] Pending [ ] Rejected
5	Rates	As available/Fixed by DoP and revised from time to time

Annexure II

Name of Circle	Media Post Target in Rs. Cr.
Andhra Pradesh	3.00
Assam	0.50
Bihar	3.00
Chhattisgarh	0.50
Delhi	5.00
Gujarat	5.00
Haryana	2.00
Himachal Pradesh	0.50
J&K	0.50
Jharkhand	1.00
Karnataka	5.00
Kerala	2.00
Madhya Pradesh	3.00
Maharashtra	12.00
North East	0.25
Odisha	2.00
Punjab	2.00
Rajasthan	2.00
Tamil Nadu	8.00
Telangana	10.00
Uttar Pradesh	6.00
Uttarakhand	1.00
West Bengal	3.00
Total	**77.25**