

Appointment of the Advertising Agency

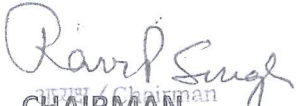
Sealed Quotations in Triplicate are invited from well established INS Accredited Advertising Agencies for awarding contract for FIVE YEARS, for publication of Classified/Display/Internet Advertisement, etc. in the newspaper/magazine/electronic media of repute. Quotations must include clearly terms and conditions together with facilities/rebate, etc supporting documents, service performance and details of client-age (addresses) may also be furnished. The contract shall be under the terms and conditions laid down under the ordinance, Rules and Regulations of the University. The University reserves the right to have final selection as per requirement and may select one or more agencies to constitute a panel. The University also reserves the right at any stage to reject any or all the orders received.

The Quotations should reach to the Chairman, Press Publication & Publicity Cell, Banaras Hindu University, Varanasi-221005 within 30 days from the date of publication of the advertisement.

The terms & condition of the University for Appointment of Advertisement agency will be as under:

1. Agency will release the advertisement only to the publications indicated in the order issued by the University.
2. Agency will ensure that the university advertisement have conspicuous and effective lay out and occupy minimum space
 - (a) Agency will ensure that the University advertisements are published in time as stipulated in the university order properly positioned and correctly reproduced as per the University order copy. In case matter or position of matter in University release order is not clear, the agency will obtain the clarification ensuring that this does not delay the publication of the advertisement.
 - (b) Agency will undertake designing/setting/art work/preparation of block metrics as well as artpul requested for the release of University advertisements without any extra charge payable by the University.
3. In case there is an error in the publication of the advertisements as compared to order copy of the university agency will arrange publication of the corrigendum in due time at its own cost for which no bill should be raised to the University and the University will not pay charge for the same whatsoever.

4. The layouts may be subject to approval by the university prior to its release.
5. Agency will allow maximum discount but not less than 8% on the charges of advertisements on the bills paid and where commission from publications is received, no service charge shall be payable by the University.
6. Agency will ensure that the bills are not submitted in a bunch for payment.
7. The University will not be liable to pay any charges other than the advertisement charges made by newspapers.
8. Agency will normally not submit more than one supplementary bill in respect of advertisement charges enhanced after raising of original bill.
9. The advertisement would be collected by the representative of the agency from the Public Relations Office everyday during office hours.
10. Agency will submit one copy of the newspaper containing a particular advertisement in the office of the Public Relations immediately after its publication. Another copy of the newspaper is to be enclosed along with the bill for the same.
11. The University reserves the right to use the logo design, layout etc, which are used in releasing advertisements through any other advertising agency or for any other purpose as deemed fit by the University.
12. The University also reserves all the right to release the advertisements directly or through any one of the advertisement agency.
13. The University also reserves the right to terminate the appointment unilaterally without assigning any reason with a notice of not exceeding one month.
14. That, in case of any dispute, Varanasi shall be the place of jurisdiction for legal purposes.
15. The appointment of agency will be effective for 5 years from the financial year 2014-15.
16. The University reserves right to extend or reduce the tenure of contract of advertising agency.


CHAIRMAN
Press, Publication & Publicity Cell
सूचना एवं जन सम्पर्क कार्यालय
Information and Public Relations Office
- काशी हिन्दू विश्वविद्यालय
Banaras Hindu University