

Northern Coalfields Limited, Singrauli

POLICY GUIDELINES FOR FRESH EMANELMENT OF NEWSPAPERS FOR RELEASE OF NCL ADVERTISEMENT

The approved policy guidelines for fresh empanelment of newspapers for release of NCL advertisement effective from 1st February, 2011 are as follows:

A. For National Business Dailies

1. Having Indian Newspaper Society (INS) Membership
2. Having Audit Bureau of Circulation (ABC) / Registrar of Newspaper of India (RNI) certified Circulation. The circulation must not be less than 75000.
3. Simultaneously published from FOUR metros i.e. Delhi, Kolkata, Mumbai & Chennai
4. The newspapers which have provided 20 copies (all 20 copies should be of different dates) per month regularly in last one year (from the date of approval of this proposal) to PR Department of NCL. Those which have not yet provided copies will be considered after providing 20 copies (all 20 copies should be of different dates) per month for a year from the date of approval and not indulged in yellow journalism in respect to coverage of NCL during this period.

B. For National Non-Business Dailies

1. Having Indian Newspaper Society (INS) Membership
2. Having Audit Bureau of Circulation (ABC) / Registrar of Newspaper of India (RNI) certified circulation. The circulation must not be less than 75000.
3. Published from Delhi/Kolkata
4. The newspapers which have provided 20 copies (all 20 copies should be of different dates) per month regularly in last one year (from the date of approval of this proposal) to PR Department of NCL. Those which have not yet provided copies will be considered after providing 20 copies (all 20 copies should be of different dates) per month for a year from the date of approval and not indulged in yellow journalism in respect to coverage of NCL during this period.

C. For Regional Dailies

1. Having INS Membership
2. Having Audit Bureau of Circulation (ABC) / Registrar of Newspaper of India (RNI) certified circulation. The circulation must not be less than 75000.
3. Published from Capital of UP/MP.
4. The newspapers which have provided 20 copies (all 20 copies should be of different dates) per month regularly in last one year (from the date of approval of this proposal) to PR Department of NCL. Those which have not yet provided copies will be considered after providing 20 copies (all 20 copies should be of different dates) per month for a year from the date of approval and not indulged in yellow journalism in respect to coverage of NCL during this period.
5. Having Bureau Office at Singrauli/Sonbhadra

D. For Local Dailies

1. Having DAVP Accreditation
2. The newspapers which have provided 20 copies (all 20 copies should be of different dates) per month regularly in last one year (from the date of approval of this proposal) to PR Department of NCL. Those which have not yet provided copies will be considered after providing 20 copies (all 20 copies should be of different dates) per month for a year from the date of approval and not indulged in yellow journalism in respect to coverage of NCL during this period.
3. Having Bureau office at Singrauli/Sonbhadra
4. Published from Singrauli/Satna/Rewa/Sidhi/Varanasi/Sonbhadra/Mirzapur

E. Following points will be taken care of regarding empanelment of all categories of newspapers.

1. NCL would avoid empanelling newspapers, which incite or tend to incite communal passion, preach violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and behavior.
2. A newspaper will not be empanelled by NCL which indulge in unethical practices or anti national activities as found by Press Council of India or convicted by Court of Law for such activities.

3. If NCL is not satisfied with its coverage in any particular newspaper, it will suspend the empanelment of that particular newspaper”

NCL will have the rights to change the guidelines required from time to time and also will have the discretion to reject or accept any newspaper’s application for empanelment.

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