

REPORT

Summary

- This report is based on a survey of government advertisements in English language newspapers in relation to their use of social media platforms and dedicated websites (“**Survey**”). For the purpose of this report, the ambit of the social media platforms has been limited to the use of Facebook, Twitter, YouTube, Google Plus and Instagram.
- The term of the Survey was for two weeks with it being split in the following manner:
 - Week 1 (March 12, 2018 – March 18, 2018) covers the Lucknow edition of the following newspapers: The Times of India, The Hindu, The Pioneer, The Indian Express and The Hindustan Times (“**Lucknow Edition**”).
 - Week 2 (March 20, 2018 – March 26, 2018) covers the Bangalore edition of the following newspapers: The Times of India, The Hindu, The Deccan Herald, The Indian Express and The Economic Times (“**Bangalore Edition**”).
- The dimensions of the Logos are approximate measurements and have been rounded off to the closest decimal point value.
- The commercial advertisement rates are Rs. 880/sqcm for Lucknow and Rs. 3415/sqcm for Bangalore.

Key Terms

- “**FB**” refers to Facebook.
- “**Logo**” refers to the symbols of the Facebook and Twitter platforms, as applicable.
- “**Link**” refers to the URL of the identified account on Facebook or Twitter platforms, as applicable.
- “**Handle**” refers to the username of the identified account on Facebook or Twitter platforms, as applicable.

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WEEK 1 – LUCKNOW EDITION [MARCH 12, 2018- MARCH 18, 2018]

WEEK 1 – LUCKNOW EDITION [MARCH 12, 2018- MARCH 18, 2018]						
S.no.	Date – March 12, 2018					
1.	Newspaper	Advertisement context	Advertising government entity	Details of social media accounts and website link	Page number	Advertisement Prices
(i)	The Times of India	World Glaucoma Day	National Health Mission, Government of Uttar Pradesh	<ul style="list-style-type: none"> • FB - Link and Logo (0.3 cm x 0.3 cm) • Twitter- Link and Logo (0.3 cm x 0.3 cm) 	2	Rs. 158.4
(ii)	The Times of India	Laying of Varanasi Bridge Foundation Stone and Mud Vahid-Patna-Mund Vahid Express Inauguration	North Eastern Railway, Indian Railways	<ul style="list-style-type: none"> • FB - Handle and Logo (0.5 cm x 0.5 cm) • Twitter - Handle and Logo (0.5 cm x 0.5 cm) 	6	Rs. 440
(iii)	The Indian Express	Laying of Varanasi Bridge Foundation Stone and Mud Vahid-Patna-Mund Vahid Express Inauguration	North Eastern Railway, Indian Railways	<ul style="list-style-type: none"> • FB - Handle and Logo (0.5 cm x 0.5 cm) • Twitter - Handle and Logo (0.5 cm x 0.5 cm) 	3	Rs. 440
(iv)	Hindustan Times	Laying of Varanasi Bridge Foundation Stone and Mud Vahid-Patna-Mund Vahid Express Inauguration	North Eastern Railway, Indian Railways	<ul style="list-style-type: none"> • FB - Handle and Logo (0.5 cm x 0.5 cm) • Twitter - Handle and Logo (0.5 cm x 0.5 cm) 	8	Rs. 440
(v)	The Pioneer	World Glaucoma Day	National Health Mission, Government of Uttar Pradesh	<ul style="list-style-type: none"> • FB - Link and Logo (0.3 cm x 0.3 cm) • Twitter- Link and Logo (0.3 cm x 0.3 cm) 	3	Rs. 158.4
(vi)	The Pioneer	Laying of Varanasi Bridge Foundation Stone and Mud Vahid-Patna-Mund Vahid Express Inauguration	North Eastern Railway, Indian Railways	<ul style="list-style-type: none"> • FB - Logo (0.5 cm x 0.5 cm) • Twitter - Logo (0.5 cm x 0.5 cm) 	3	Rs. 440
Date - March 14, 2018						

2.	<i>Newspaper</i>	<i>Advertisement context</i>	<i>Advertising government entity</i>	<i>Details of social media accounts and website link</i>	<i>Page number</i>	
(i)	The Times of India	Child vaccination awareness	National Health Mission, Government of Uttar Pradesh	<ul style="list-style-type: none"> • FB - Link and Logo (0.5 cm x 0.5 cm) • Twitter - Link and Logo (0.5 cm x 0.5 cm) 	2	Rs. 440
(ii)	Hindustan Times	Child vaccination awareness	National Health Mission, Government of Uttar Pradesh	<ul style="list-style-type: none"> • FB - Link and Logo (0.5 cm x 0.5 cm) • Twitter - Link and Logo (0.5 cm x 0.5 cm) 	9	Rs. 440
Date - March 16, 2018						
3.	<i>Newspaper</i>	<i>Advertisement context</i>	<i>Advertising government entity</i>	<i>Details of social media accounts and website link</i>	<i>Page number</i>	
(i)	The Times of India	Aadhaar enrolment and Update Facilities at Post Offices	Unique Identification Authority of India, Government of India	<ul style="list-style-type: none"> • FB - Handle and Logo (0.5 cm x 0.5 cm) • Twitter - Handle and Logo (0.5 cm x 0.5 cm) • YouTube – Handle and Logo (0.5 cm x 0.5 cm) • Google Plus – Handle and Logo (0.5 cm x 0.5 cm) • Website – www.uidai.gov.in 	13	Rs. 880
(ii)	Hindustan Times	National Mission for Clean Ganga	Ministry for Water Resources, River Development and Ganga Rejuvenation, Government of India	<ul style="list-style-type: none"> • FB - Logo (radius- 0.35 cm) • Twitter - Logo (radius- 0.35 cm) • Website – www.nmcg.nic.in 	13	Rs. 677.6
Date - March 18, 2018						
4.	<i>Newspaper</i>	<i>Advertisement context</i>	<i>Advertising government entity</i>	<i>Details of social media accounts and website link</i>	<i>Page number</i>	

(i)	The Times of India	Extension of Passenger Amenities	North Eastern and Northern Railway, Indian Railways	<ul style="list-style-type: none"> • FB - Logo (0.3 cm x 0.3 cm) • Twitter - Logo (0.3 cm x 0.3 cm) • YouTube – Logo (0.3 cm x 0.3 cm) • Website – www.nr.indianrailways.gov.in, www.ner.indianrailways.gov.in 	8	Rs. 237.6
(ii)	The Times of India	Crime Awareness	Uttar Pradesh Police, Government of Uttar Pradesh	<ul style="list-style-type: none"> • FB - Handle and Logo (radius- 0.35 cm) • Twitter - Handle and Logo (radius- 0.35 cm) • YouTube - Handle and Logo (0.4 cm x 0.4 cm) • Instagram - Handle and Logo (0.4 cm x 0.4 cm) • Website - uppolice.gov.in 	8	Rs. 959.2
(iii)	The Times of India	Crime Awareness	Uttar Pradesh Police, Government of Uttar Pradesh	<ul style="list-style-type: none"> • FB - Handle and Logo (radius- 0.54 cm) • Twitter - Handle and Logo (radius- 0.54 cm) • YouTube - Handle and Logo (0.7 cm x 0.7 cm) • Instagram - Handle and Logo (0.7 cm x 0.7 cm) • Website - uppolice.gov.in 	2	Rs. 2474
(iv)	The Hindu	Extension of Passenger Amenities	North Eastern and Northern Railway, Indian Railways	<ul style="list-style-type: none"> • FB - Logo (0.3 cm x 0.3 cm) • Twitter - Logo (0.3 cm x 0.3 cm) • YouTube – Logo (0.3 cm x 0.3 cm) • Website – www.nr.indianrailways.gov.in , www.ner.indianrailways.gov.in 	19	Rs. 237.6

WEEK 2 – BANGALORE EDITION [MARCH 20, 2018 –MARCH 26, 2018]						
				<ul style="list-style-type: none"> • FB - Handle and Logo (radius- 0.54 cm) 		
(v)	Hindustan Times	Crime Awareness	Government of Uttar Pradesh	<ul style="list-style-type: none"> • YouTube - Handle and Logo (0.7 cm x 0.7 cm) • Instagram - Handle and Logo (0.7 cm x 0.7 cm) • Website - uppolice.gov.in 	19	Rs. 2474
(vi)	Hindustan Times	Crime Awareness	Uttar Pradesh Police, Government of Uttar Pradesh	<ul style="list-style-type: none"> • FB - Handle and Logo (radius- 0.35 cm) • Twitter - Handle and Logo (radius- 0.35 cm) • YouTube - Handle and Logo (0.4 cm x 0.4 cm) • Instagram - Handle and Logo (0.4 cm x 0.4 cm) • Website - uppolice.gov.in 	5	Rs. 959.2
(vii)	Hindustan Times	Extension of Passenger Amenities	North Eastern and Northern Railway, Indian Railways	<ul style="list-style-type: none"> • FB - Logo (0.3 cm x 0.3 cm), no link • Twitter - Logo (0.3 cm x 0.3 cm), no link • YouTube – Logo (0.3 cm x 0.3 cm) • Website – www.nr.indianrailways.gov.in, www.ner.indianrailways.gov.in 	4	Rs. 237.6

S. no	Date - March 20, 2018					
1.	<i>Newspaper</i>	<i>Advertisement context</i>	<i>Advertising government entity</i>	<i>Details of social media accounts and website link</i>	<i>Page number</i>	<i>Advertisement Prices</i>
(i)	The Times of India	Dedicated public response centre for highway related queries	Public Works, Ports and Inland Water Transport Department, Government of Karnataka	<ul style="list-style-type: none"> • FB - Link and Logo (0.8 cm x 0.8 cm) • Website - www.kship.in 	4	Rs. 2185.6
(ii)	The Hindu	Dedicated public response centre for highway related queries	Public Works, Ports and Inland Water Transport Department, Government of Karnataka	<ul style="list-style-type: none"> • FB - Link and Logo (0.8 cm x 0.8 cm) • Website - www.kship.in 	9	Rs. 2185.6
(iii)	The Indian Express	Dedicated public response centre for highway related queries	Public Works, Ports and Inland Water Transport Department, Government of Karnataka	<ul style="list-style-type: none"> • FB - Link and Logo (0.8 cm x 0.8 cm) • Website - www.kship.in 	3	Rs. 2185.6
Date - March 21, 2018						
2.	<i>Newspaper</i>	<i>Advertisement context</i>	<i>Advertising government entity</i>	<i>Details of social media accounts and website link</i>	<i>Page number</i>	
(i)	The Deccan Herald	North East Exhibition-cum-sale	Ministry of Textiles, Government of India	<ul style="list-style-type: none"> • FB - Logo (0.3 cm x 0.3 cm) • Twitter - Logo (0.3 cm x 0.3 cm) 	5	Rs. 614.7
Date - March 22, 2018						
3.	<i>Newspaper</i>	<i>Advertisement context</i>	<i>Advertising government entity</i>	<i>Details of social media accounts and website link</i>	<i>Page number</i>	
(i)	The Times of India	Nationwide Scheme of Driving Training Centre	Ministry of Road Transport and	<ul style="list-style-type: none"> • FB - Link and Logo (radius-0.25 cm) 	13	

			Highways, Government of India	<ul style="list-style-type: none"> • Twitter - Link and Logo (radius- 0.25 cm) • Website – www.mygov.in , www.morth.nic.in 		Rs. 1340.38
(ii)	The Hindu	North East Exhibition-cum-sale	Ministry of Textiles, Government of India	<ul style="list-style-type: none"> • FB - Logo (0.3 cm x 0.3 cm) • Twitter - Logo (0.3 cm x 0.3 cm) 	2	Rs. 614.7
(iii)	The Hindu	Nationwide Scheme of Driving Training Centre	Ministry of Road Transport and Highways, Government of India	<ul style="list-style-type: none"> • FB - Link and Logo (radius- 0.25 cm) • Twitter - Link and Logo (radius- 0.25 cm) • Website – www.mygov.in , www.morth.nic.in 	7	Rs. 1340.38
(iv)	The Indian Express	Nationwide Scheme of Driving Training Centre	Ministry of Road Transport and Highways, Government of India	<ul style="list-style-type: none"> • FB - Link and Logo (radius- 0.25 cm) • Twitter - Link and Logo (radius- 0.25 cm) • Website – www.mygov.in , www.morth.nic.in 	6	Rs. 1340.38
(v)	The Deccan Herald	Nationwide Scheme of Driving Training Centre	Ministry of Road Transport and Highways, Government of India	<ul style="list-style-type: none"> • FB - Link and Logo (radius- 0.25 cm) • Twitter - Link and Logo (radius- 0.25 cm) • Website – www.mygov.in , www.morth.nic.in 	24	Rs. 1340.38
Date - March 23, 2018						
4.	<i>Newspaper</i>	<i>Advertisement context</i>	<i>Advertising government entity</i>	<i>Details of social media accounts and website link</i>	<i>Page number</i>	
(i)	The Times of India	North East Exhibition-cum-sale	Ministry of Textiles, Government of India	<ul style="list-style-type: none"> • FB - Logo (0.3 cm x 0.3 cm) • Twitter - Logo (0.3 cm x 0.3 cm) 	13	Rs. 614.7
(ii)	The Deccan	Filing Income Tax Returns	Income Tax	<ul style="list-style-type: none"> • Twitter - Handle and Logo 	3A	

	Herald		Department, Central Board for Direct Taxes	(0.8 cm x 0.8 cm) • Website – www.incometaxindia.gov.in , www.cleanmoney.gov.in		Rs. 2185.6
Date - March 24, 2018						
5.	<i>Newspaper</i>	<i>Advertisement context</i>	<i>Advertising government entity</i>	<i>Details of social media accounts and website link</i>	<i>Page number</i>	
(i)	The Times of India	Foundation Stone Laying and Inauguration ceremony (Six Laning of Bangalore-Mysuru section of NH-275)	Ministry of Road Transport and Highways, Shipping, Government of India	<ul style="list-style-type: none"> • FB - Handle and Logo (0.9 cm x 0.9 cm) • Twitter - Handle and Logo (0.9 cm x 0.9 cm) • Website – www.nhai.gov.in , www.morth.nic.in 	11	Rs. 5532.3
(ii)	The Hindu	Foundation Stone Laying and Inauguration ceremony (Six Laning of Bangalore-Mysuru section of NH-275)	Ministry of Road Transport and Highways, Shipping, Government of India	<ul style="list-style-type: none"> • FB - Handle and Logo (0.9 cm x 0.9 cm) • Twitter - Handle and Logo (0.9 cm x 0.9 cm) • Website – www.nhai.gov.in , www.morth.nic.in 	7B	Rs. 5532.3
Date - March 26, 2018						
6.	<i>Newspaper</i>	<i>Advertisement context</i>	<i>Advertising government entity</i>	<i>Details of social media accounts and website link</i>	<i>Page number</i>	
(i)	The Times of India	Pradhan Mantri Suraksha Bima Yojana and Pradhan Mantri Jeevan Jyoti Bima Yojana	Department of Financial Services, Ministry of Finance, Government of India	<ul style="list-style-type: none"> • Twitter - Handle and Logo (0.4 cm x 0.4 cm) • Website – www.jansuraksha.gov.in , www.pmjdy.gov.in 	17	Rs. 503.2
(ii)	The Hindu	Pradhan Mantri Suraksha Bima Yojana and Pradhan Mantri Jeevan Jyoti Bima Yojana	Department of Financial Services, Ministry of Finance, Government of India	<ul style="list-style-type: none"> • Twitter - Handle and Logo (0.4 cm x 0.4 cm) • Website – www.jansuraksha.gov.in , 	2	Rs. 503.2

				www.pmjdy.gov.in		
(iii)	The Deccan Herald	Pradhan Mantri Suraksha Bima Yojana and Pradhan Mantri Jeevan Jyoti Bima Yojana	Department of Financial Services, Ministry of Finance, Government of India	<ul style="list-style-type: none"> • Twitter - Handle and Logo (0.4 cm x 0.4 cm) • Website – www.jansuraksha.gov.in , www.pmjdy.gov.in 	3B	Rs. 503.2

Total Advertisement expenditure

Social Media Platform	Lucknow	Bangalore	Total
Facebook	Rs. 4563.2	Rs. 15591.91	Rs. 20155.11
Twitter	Rs. 4563.2	Rs. 12830.31	Rs. 17393.51
YouTube	Rs. 1680.8	-	Rs. 1680.8
Instagram	Rs. 1364	-	Rs. 1364
Google Plus	Rs. 220	-	Rs. 220