



India Trade Promotion Organisation

AAHAR-2025

Date: February 28, 2025

Tariffs for advertisement & Sponsorship for LED/Digital Display screens

Package: 1 - Advertisement tariffs for ads on one (01) screen of size: 16 feet x 9 feet

Time Slot	Duration	Rate per minute for advertisement on one screen	Maximum duration bookable (*)	Remarks
A	9.30a.m. to 4.59 p.m.	Rs.132/- per minute + taxes	30 minutes per day	Complimentary advertisement time of 15 minutes will be given on booking of every 100 minutes
B	5.00p.m. to 6.30 p.m.	Rs.396/- per minute + taxes	20 minutes per day	

Note:

- Additional Booking-in multiples of ten (10) minutes.
- For additional screens hired, rates may be proportionately increased.
- Advertising material has to be prepared by the advertisers at their own cost. Advertisers may indicate their preference for date & time for running the advertisements. ITPO will endeavor to allot date and time as per choice of applicant. Minor adjustments may have to be carried out though in case of clash of slots.
- GST@18% will be extra.

Package 2 - Sponsorship charges per screen (Dedicated Screen):-

Sr. No.	Duration	Rate per minute for advertisement on one screen
A	1-3 days	Rs.451/-per sq.ft. per day + GST
B	4-14 days	Rs.418/-per sq.ft. per day + GST

Note:

- a. Advertisements running time - 9.30 a.m. to 6.30 p.m.
- b. Subletting of LED screen will not be permitted.
- c. Sponsor(s) shall be permitted to use the entire screening time for running own/group/sister company advertisements. Advertising material to be prepared by the advertisers at their own cost.
- d. Sponsorship screens shall be separately installed to prevent any clash with the commitments to other advertisers. Location of all the LED screens shall be decided by ITPO and the sponsors and advertisers shall have to abide by the location decided by ITPO
- e. GST@18% will be extra.

- For bookings of advertisement slots/dedicated LED screens, send your request to email address to Sh. Vivekanand Vivek, DGM, ITPO, Email: vivekanand@itpo.gov.in , Sh. Tarun Kant Pant, Senior Manager, ITPO, Email: tkpant@itpo.gov.in , Ms. Monica gehlot , Manager, ITPO, Email: monicagehlot@itpo.gov.in and Ms. Sweta Dogra, Young Professional, ITPO Email: shweta@itpo.gov.in.
