

GOVERNMENT OF KERALA

Public Relations (D) Department

No.1391/D1/82/PR.

Trivandrum, Dated 19-4-1982.

From

The Director of Public Relations.

To

The Advertisement Manager.

Sir,

Sub:- Advertisement contract for the year 1982-83.

Ref:- Your letter No.

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The rate given below is accepted, for publication of Government Advertisement during the year 1982-83 Rs. per Col.cm. (inclusive of all surcharges).

2. The rate will be applicable for all Kerala Government advertisements published in your paper (including supplements in the ordinary size of the paper) during the period of 1-4-82 to 31-3-83.

3. A discount of 15% will be allowed on all advertisement issued by various Departments of Government either through this Department or directly for publication.

4. Should a lower rate be allowed to any other agency for advertisements in the daily during the period, such rate shall, notwithstanding the present contract, apply to the Kerala Government Advertisements also.

5. It is obligatory on the part of the publisher of the daily to publish the advertisement released by Government on the date specified in case of default it shall be open to Government to have it published in some other daily or in such other manner on the Government may dose fit

and in that event Government shall be entitled to recover such sum as may be determined by Government to be the damages sustained by them as a result of such publication, from the publisher of the daily under the provisions of the Revenue Recovery Act for the time being in force as though it was arrear of public revenue due on land or in such other manner as the Government may does fit. In determining the quantum and conclusive and shall be binding on the publisher of the daily.

6. Government reserve to themselves the right to suspend the issue of advertisements at any time during the contract period without assigning any reason thereof.

Yours faithfully,

Sd/- Manager.