

**MEETING MINUTES OF THE DISTRICT LEVEL MEDIA CERTIFICATION AND
MONITORING COMMITTEE, KHAWZAWL DISTRICT, KHAWZAWL**

Date & Time : 8th March, 2024 @ 02:00 am
Venue : Meeting Hall, DC's Office, Khawzawl
Members Present : Appended

The meeting was chaired by Lalfakzuala, the Deputy District Election Officer and Vice Chairman of the Media Certification and Monitoring Committee (MCMC). Upon extending his welcome to the members, he elaborated on the meeting's purpose which was to deliberate upon fixing the advertisement rates for the upcoming General Election to Lok Sabha, 2024. After careful deliberations, the following points were decided:

1. Following meticulous discussion, the advertising rates for print media set by the Government of Mizoram were unanimously agreed upon. i.e

Column Advertisement : ₹130 per column
Display Advertisement : Full page: ₹4,000
Half page: ₹2,000

2. After careful deliberations and considerations, the committee agreed upon the following rates for Electronic & Social Media Advertisement.

Unlimited Scroll : ₹500 per day
Video Clip (5 slots per day @ Main channel) : ₹12,000 per month
(₹80 per slot)
Video Clip (One Day) : ₹500 per day
Social Media Video, Reels, Shorts etc: ₹12000 per clip

The meeting ended with a vote of thanks from the Chair.

Sd/- LALFAKZUALA

Vice Chairman

Media Certification & Monitoring Committee

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Deputy District Election Officer

Khawzawl District, Khawzawl

Memo No.H.11040/1/2024-DEO(KZL) : Khawzawl, the 8th March, 2024

Copy to:

1. Joint Chief Electoral Officer, Mizoram for kind information.
2. All members concerned for information.
3. DIPRO, Khawzawl District for information and with a request to inform all local digital/print media personnel.
4. All President, INC/MNF/ZPM, 22-Tuichang North/South Block for information and compliance.
5. Website Manager, Election Branch for kind upload in office website.



Vice Chairman

Media Certification & Monitoring Committee

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Deputy District Election Officer

Khawzawl District, Khawzawl