

Request for Quotation (RFQ)
Selection of Advertising Agency

We are in the process of selecting an Advertisement Agency for giving Admission Advertisements for our Full Time Post Graduate Programmes for Admissions-2026. If you are interested, you may please submit your quotations for the same by **15:30 hours on Monday, September 15, 2025** as per the details given below in a sealed envelope (as per format). Please mentioned **“Quotation for Selection of Advertising Agency”** in the envelope and drop in the tender box kept with the security guard at the main gate.

Sl. No	Newspaper	Area Covered	Insertions
1	Times of India + Economic Times	All Editions	1
2	Hindustan Times+ Mint	All Editions	1
3	The Hindu	Chennai Edition	1
4	Assam Tribune	North-East Region	1
5	The Telegraph	All Editions	1
6	Hindustan Times	North India Editions	1
7	Deccan Herald	Southern Region	1
8	Malayala Manorama	Kerala	1
9	Mid-Day	All Editions	1
10	The Tribune	All Editions	1
11	Indian Express	North India	1
12	Dainik Jagran	All Editions	1

Specifications:

- Duration of Publication: October 2025- February 2026
- Size of Advertisement: 160 sq. cm. in colour (Except Malayala Manorma 120 sq. cm.)

Please note that you must submit separate quotes for advertisements on page 3, page 5, and page 7 of respective newspapers. Quote a consolidated amount inclusive of everything without any special conditions. Each page must be duly signed and stamped by the authorized representative.

For any further clarification please contact CBO/Admission Office at 011-46485519/ 011-46485535 or through email at cbo@fsm.ac.in and chair-admissions@fsm.ac.in.

Please send your quotation in sealed envelope to the following address-

Sr. Administrative Officer
FORE School of Management
"Adhitam Kendra"
B-18, Qutub Institutional Area
New Delhi-110016

Note: Please note that quotations sent through E-mail will not be accepted.



TERMS AND CONDITIONS

A. Eligibility Criteria

The agencies meeting the following eligibility criteria would be considered:

1. A minimum of five years of continuous experience as a full INS-accredited agency (please attached a copy of the certificate).
2. A yearly turnover of Rs.1 crore during FY 2023-24 for all branches taken together.
3. Be on the panel of advertising agencies of Education Institutes of repute (provide a list of institutions).
4. PAN number issued by the IT department in favour of the agency.
5. GST Registration number issued by the Authority in favour of the agency.
6. Creativity in development communication should be of a high standard befitting the expectations of FORE School of Management.

B. General Conditions

1. The bidding agency should have a notable background in the advertising market and exposure to working with Govt. institutions/ Education Institutes.
2. The Indian Newspaper Society (INS) accredited agencies will only be considered while evaluating the bids.
3. The FORE School of Management shall not make any advance payment to the advertising agency for any of the work assigned by the FORE School of Management. The payments shall be released by the FORE School of Management against the bills received from the agency after having completed the job to the satisfaction of the FORE School of Management.
4. The FORE School of Management reserves the right to remove any such agency from the empanelled list, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is proved to be false.
5. The FORE School of Management may empanel more than one Advertising Agency and shall be free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit the FORE School of Management of its right to release advertisements directly without routing them through the empanelled advertising agencies.
7. FORE School of Management reserves the right to reject any application without assigning any reason.
8. The selected agency have to send 2-3 alternative designs and layouts of the advertisement to FORE School of Management for approval.
9. The selected agency have to share the value – added features like “online” initiatives which will be facilitated by the Newspaper agency, if any, during the engagement period.

C. Desirable

1. The agency may have worked with Educational Institutes of repute.
2. Proficiency in translation and proofreading facilities in major Indian languages.



Part-A1-

Details of the rate quoted for Print Media insertions for FORE School of Management, New Delhi

Sl. No	Newspaper	Area Covered	Insertions	Page no.	Rate per Insertion				Total in (₹)
					Card Rate	Offered rate	Applicable Tax	Total	
1	Times of India + Economic Times	All Editions	1	3					
2	Hindustan Times+ Mint	All Editions	1	3					
3	The Hindu	Chennai Edition	1	3					
4	Assam Tribune	North-East Region	1	3					
5	The Telegraph	All Editions	1	3					
6	Hindustan Times	North India Editions	1	3					
7	Deccan Herald	Southern Region	1	3					
8	Malayala Manorama	Kerala	1	3					
9	Mid-Day	All Editions	1	3					
10	The Tribune	All Editions	1	3					
11	Indian Express	North India	1	3					
12	Dainik Jagran	All Editions	1	3					



Part-A2-

Details of the rate quoted for Print Media insertions for FORE School of Management, New Delhi

Sl. No	Newspaper	Area Covered	Insertions	Page no.	Rate per Insertion				Total in (₹)
					Card Rate	Offered rate	Applicable Tax	Total	
1	Times of India + Economic Times	All Editions	1	5					
2	Hindustan Times+ Mint	All Editions	1	5					
3	The Hindu	Chennai Edition	1	5					
4	Assam Tribune	North-East Region	1	5					
5	The Telegraph	All Editions	1	5					
6	Hindustan Times	North India Editions	1	5					
7	Deccan Herald	Southern Region	1	5					
8	Malayala Manorama	Kerala	1	5					
9	Mid-Day	All Editions	1	5					
10	The Tribune	All Editions	1	5					
11	Indian Express	North India	1	5					
12	Dainik Jagran	All Editions	1	5					



Part-A3-

Details of the rate quoted for Print Media insertions for FORE School of Management, New Delhi

Sl. No	Newspaper	Area Covered	Insertions	Page no.	Rate per Insertion				Total in (₹)
					Card Rate	Offered rate	Applicable Tax	Total	
1	Times of India + Economic Times	All Editions	1	7					
2	Hindustan Times+ Mint	All Editions	1	7					
3	The Hindu	Chennai Edition	1	7					
4	Assam Tribune	North-East Region	1	7					
5	The Telegraph	All Editions	1	7					
6	Hindustan Times	North India Editions	1	7					
7	Deccan Herald	Southern Region	1	7					
8	Malayala Manorama	Kerala	1	7					
9	Mid-Day	All Editions	1	7					
10	The Tribune	All Editions	1	7					
11	Indian Express	North India	1	7					
12	Dainik Jagran	All Editions	1	7					



Part -B

Value Ad-Ons

Sl. No	Newspaper	Details of Value Ads*	Details of Online Initiatives**
1	Times of India + Economic Times		
2	Hindustan Times+ Mint		
3	The Hindu		
4	Assam Tribune		
5	The Telegraph		
6	Hindustan Times		
7	Deccan Herald		
8	Malayala Manorama		
9	Mid-Day		
10	The Tribune		
11	Indian Express		
12	Dainik Jagran		

* Please include complimentary advertisement, write-up, features in supplements etc.

** Please include details like hosting the admission advertisement on online portals, e-papers, etc., and linking the same to the online application forms.

