

**APPLICATION FOR CERTIFICATION OF ADVERTISEMENT**

I.

- (i) Name and full address of the applicant
- (ii) Whether the advertisement is by a political party / contesting candidate / any other person / group of persons / association/ organization / Trust  
(give the name)
- (iii)
  - (a) In case of political party, the status of the party (whether recognized National/ State / unrecognized party)
  - (b) In case of a candidate, name of the Parliamentary / Assembly Constituency from where contesting
- (iv) Address of Headquarters of political party / group or body of persons / association/ organization / Trust
- (v) Channels / cable networks on which the advertisement is proposed to be telecast
- (vi)
  - (a) Is the advertisement for the benefit of prospects of election of any candidate(s)
  - (b) If so, give the name(s) of such candidate(s) with full address and name(s) of constituency(ies)
- (vii) Date of submission of the advertisement
- (viii) Language(s) used in the advertisement  
(advertisement is to be submitted with two

copies in electronic form alongwith a duly attested transcript)

- (ix) Title of advertisement
- (x) Cost of production of the advertisement
- (xi) Approximate cost of proposed telecast with the breakup of number of insertions and rate proposed for each such insertion
- (xii) Total expenditure involved (in Rupees)

II.

I, Shri / Smt. \_\_\_\_\_, S/o / D/o / W/o \_\_\_\_\_, (full address) \_\_\_\_\_, undertake that all payments related to the production and telecast of this advertisement will be made by way of cheque / demand draft.

Place :  
Date :

Signature of the applicant

III.

(Applicable for advertisement by a person / persons, other than a political party or a candidate)

I, Shri / Smt. \_\_\_\_\_, S/o / D/o / W/o \_\_\_\_\_, (full address) \_\_\_\_\_, hereby state and affirm that the advertisement(s) submitted herewith is not for the benefit of any political party or any candidate and that this advertisement(s) has / have not been sponsored / commissioned or paid for by any political party or a candidate.

Place :  
Date :

Signature of applicant

**Every application in the format prescribed at Annexure - A shall be accompanied by the following:**

- (i) Two copies of the proposed advertisement in the electronic form along with a duly attested transcript thereof.
- (ii) The application for certification shall contain following details:-
  - (a) The cost of production of the advertisement;
  - (b) The approximate cost of proposed telecast of such advertisement on a television channel or cable network with the break-up of number of insertions and rate proposed to be charged for each such insertion;
  - (c) It shall also contain a statement whether the advertisement inserted is for the benefit of the prospects of the election of a candidate(s)/parties;
  - (d) If the advertisement is issued by any person other than a political party or a candidate, that person shall state on oath that it is not for the benefit of the political party or a candidate, and that the said advertisement has not been sponsored or commissioned or paid for by any political party or a candidate;
  - (e) A statement that all the payment shall be made by way of cheque or demand draft.