

CHANDIGARH ADMINISTRATION

FINANCE DEPARTMENT

Order

In exercise of the power conferred by Section 12 of the Capital of Punjab (Development and Regulation) Act, 1952, the Chief Administrator, Union Territory, Chandigarh hereby makes the following Order to further amend the Chandigarh Advertisement Control Order, 1954 namely :—

1. This Order may be called the Chandigarh Advertisement Control (Amendment) Order, 2019.
2. It shall come into force at once.
3. For, the Schedule of Advertisement Fee appended to the Chandigarh Advertisement Control Order, 1954, the following Schedule of Advertisement Fee shall be substituted namely :—

SCHEDULE OF ADVERTISEMENT FEE

Sr. No.	Description	Proposed Rates 2019			
		Per Day	Per Week	Per Month	Annual
1.	Advertisement or hoarding on wall or post or in the form of non-illuminated sky-signs—				
(i)	For a space up to 10 sq. ft.	-	-	-	2400
(ii)	For a space over 10 sq.ft and upto 25 sq.ft	-	-	-	4800
(iii)	For every additional 25 sq.ft or less	-	-	-	6000
2.	Advertisement or hoarding standing blank but bearing the name of the Advertiser or with the announcement 'to be let' displayed thereon—				
(i)	For a space up to 10 sq.ft	-	-	1200	-
(ii)	For a space over 10 sq.ft and up to 25 sq.ft	-	-	-	2000
(iii)	For every additional 25 sq.ft or less	-	-	-	2400
3.	Fixed illuminated sky-signs and advertisement—				
(i)	For a space up to 2 sq.ft	-	-	-	2000
(ii)	Over 2 sq.ft and up to 5 sq.ft	-	-	-	4000
(iii)	For a space over 5 sq.ft and upto 25 sq.ft	-	-	-	9600
(iv)	For every additional 25 sq.ft or less	-	-	-	12000

Sr. No.	Description	Proposed Rates 2019			
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3.(A)	Digital Advertisement (non-static LED) or similar device single side rates will be double to the traditional and existing fixed illuminated sky-signs—				
(i)	For a space up to 2 sq. ft	-	-	-	4000
(ii)	Over 2 sq. ft and up to 5 sq. ft	-	-	-	8000
(iii)	For a space over 5 sq. ft and up to 25 sq. ft	-	-	-	19200
(iv)	For every additional 25 sq. ft or less	-	-	-	24000
4.	Non-illuminated Advertisement Boards carried on Vehicles (i.e. cabs/auto rickshaw/Pvt. Vehicles etc) including buses—				
(i)	For a space upto 50 sq.ft	-	-	800	7840
(ii)	For every additional 50 sq.ft	-	-	800	7680
5.	Illuminated Advertisement boards carried on vehicle (i.e. cabs/auto rickshaw/Pvt. Vehicles etc) including buses plying in Chandigarh—				
(i)	For a space up to 50 sq.ft.	-	-	1600	15680
(ii)	For every additional 50 sq.ft or less	-	-	2400	23040
6.	Advertisement Boards etc. carried by sandwich boardmen (Non-illuminated)—				
(i)	For each board not exceeding 10 sq.ft	-	-	160	1540
(ii)	For each board exceeding 10 sq.ft and up to 25 sq.ft	-	-	280	2700
(iii)	For each additional 10 sq.ft in area or less	-	-	160	1540
7.	Illuminated advertisement boards etc carried by sandwich boardmen, handcraft, cyclist or cycle rickshaws—				
(i)	For each board not exceeding 10 sq.ft	-	-	280	2700

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(ii)	For each board exceeding 10 sq.ft and up to 25 sq.ft	-	-	560	5400
(iii)	For each additional 10 sq.ft in area or less	-	-	280	2700
8.	For illuminated sky-signs and advertisement exhibited on screens by mean of lantern slides, projector or similar devices—				
(i)	For a space up to 5 sq.ft	-	-	140	1360
(ii)	For a space over 5 sq.ft and up to 25 sq.ft	-	-	200	1920
(iii)	For every additional 25 sq.ft or less	-	-	720	6920
9.	Permission to auctioneers, temporary/travelling sales organiser, exhibitor, fair organisers, circuses, convention organiser, etc to put up not more than two boards of reasonable size less than 5 sq.ft advertising each auction or sale other than those on the premises where the auction is held. One on a prominent site in the locality and one on the Municipal Lamp post.	200	800	-	-
10.	Advertisement boards at permitted locations upto 5 sq.ft	200	800	-	-
	Advertisement boards at permitted locations upto 25 sq.ft	800	3200	-	-
	Advertisement exhibited in Cinema houses by means of lantern slides or similar device—	-	-	3000 (Per Screen)	28800 (Per Screen)
	(e) Through slide				
	(f) Through reels/computer device/ projector	-	-	15000 (Per Screen)	1,44,000 (Per Screen)

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11.	Banners on buildings or on open space or road side, except main roads	Rs. 200.00 per sq. ft. per day up to a period of one week and Rs. 240 per sq. ft for subsequent days.			
12.	Advertisement by Balloons	Rs. 400 per sq. ft (measured across the diameter) per day up to to a period of one week and Rs. 500 for subsequent days.			
12(a)	Non-illuminated Advertisement boards carried on vehicles solely and chiefly for the purpose of advertisement for a space up to 50 sq.ft	-	-	8000	80000
	For every additional 50 sq.ft or less	-	-	8000	80000
12(b)	Illuminated Advertisement boards carried on vehicles solely and chiefly for the purpose of advertisement for a space up to 50 sq.ft	-	-	Monthly Fee 16000	Annual Fee 1,60,000
	For every additional 50 sq.ft or less	-	-	24000	2,40,000

The advertisement fee in all category will be increased @ 5% from 1st day of the April, 2021 onward every financial year.

The 11th September, 2019.

AJOY KUMAR SINHA,
Chief Administrator,
Union Territory, Chandigarh.