



MEDIA PLAN ACCEPTANCE- USER MANUAL

मीडिया योजना स्वीकृति – उपयोगकर्ता मैनुअल

STEP 1: To log in / लॉगइन करने के लिए

- Enter User Id /उपयोगकर्ता आईडी दर्ज करें
- Enter Password / पासवर्ड दर्ज करें
- Click on "**Login**" button / "**लॉगिन**" बटन पर क्लिक करें

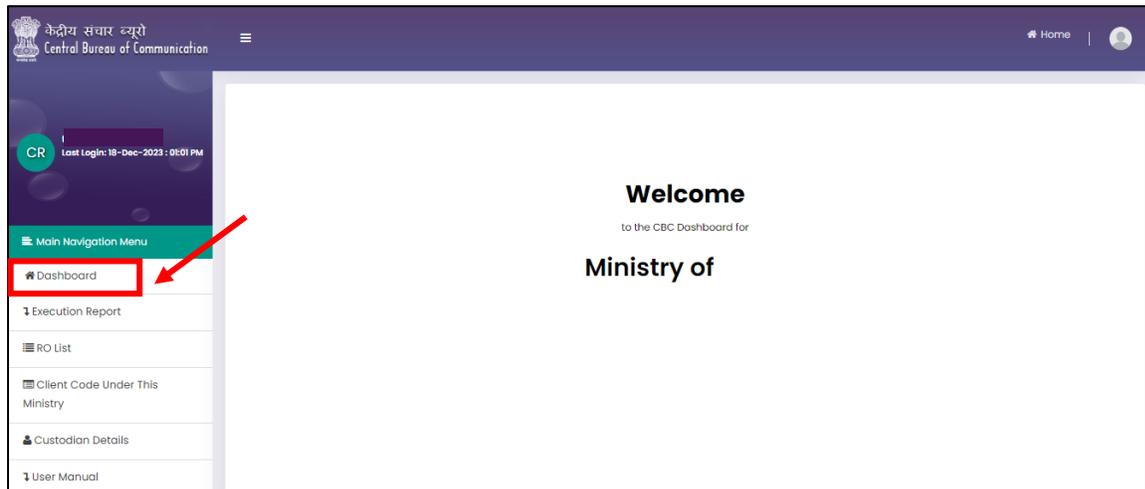
Note: User Id will be a 5-Digit Numeric Ministry Code.

नोट: उपयोगकर्ता आईडी एक 5-अंकी संख्यात्मक मंत्रालय कोड होगा



STEP 2: Once you login, you will see the welcome message screen. Click on "**Dashboard**" to check the status.

एक बार लॉगिन करने के बाद, आपको स्वागत संदेश स्क्रीन पर दिखेगा। स्थिति जांचने के लिए "**डैशबोर्ड**" पर क्लिक करें।



STEP 3: Status of Media Request & Media Plan will be updated under the respective columns.

मीडिया अनुरोध और मीडिया योजना की स्थिति क्रमशः कॉलम के तहत अपडेट की जाएगी।

Indicative List

Media Category: Print

From Date: DD/MM/YYYY

To Date: DD/MM/YYYY

Media Plan Status: All

Search Reset

Export

Search:

Sr.No	Subject	Creative	Media Request	Advertisement Type	Color Type	Indicative budget	From Date	To Date	Media Request Status	Display Key	Media Plan Status	Edit	Delete
31	english	Creative not updated		Display	B/W	11,00,000	01/03/2024	01/03/2024	RO Released		Agreed By Client	NA	NA
32	english	Creative not updated		Classified	Color	10,00,001	28/02/2024	28/02/2024	Approved By DGCBC		Media Request Submitted	NA	NA
33	english	Creative not updated		Classified for PSU	B/W		27/02/2024	27/02/2024	NA		Media Request Submitted	Edit	Delete
34	english	Creative not updated		Display	Color	20,00,000	26/02/2024	26/02/2024	Approved By DGCBC				NA

STEP 4: Once the Eye button appears under the “Media Plan Status” column, click on the Eye button and Media Plan (Budget) will occur.

एक बार जब आई बटन "मीडिया प्लान स्थिति" कॉलम के अंतर्गत दिखाई दे, तो आई बटन पर क्लिक करें और मीडिया प्लान (बजट) सामने आ जाएगा।

After selecting “Agree or Return with Suggestion”, click on “Send to CBC”.
 "एग्री और रिटर्न विथ सग्जेस्चन" का चयन करने के बाद "सेंड टू सीबीसी" पर क्लिक करें।

Sr.No	Subject	Creative	Media Request	Advertisement Type	Color Type	Indicative budget	From Date	To Date	Media Request Status	Display Key	Media Plan Status	Edit	Delete
34	english	Creative not updated		Display	Color	20,00,000	26/02/2024	26/02/2024	Approved By DGCBC		👁️	NA	NA

PRINT MEDIA PLAN - I

Print Media Plan
Print Media For newspaper

Head Name
RO Code
Ministry Name
Advt. Area(sq/cm) 825
Advt. Type Display
Total RO Amount

Request No
Head No.
Advt. length(cm)
Advt. Width(cm)
Subject

Selected News Papers

State Name: DELHI

City Name	No. of Newspaper in the city	Language	Total Circulation of all the Newspapers
DELHI	5	Hindi,Urdu,English	793457

State Name: GUJARAT

City Name	No. of Newspaper in the city	Language	Total Circulation of all the Newspapers
AHMEDABAD	2	Gujarati,Hindi	90248

State Name: WEST BENGAL

City Name	No. of Newspaper in the city	Language	Total Circulation of all the Newspapers
KOLKATA	4	Bengali,Hindi,English	397048

Disclaimer: This is approximate cost for advertisement and actual cost may vary due to rate change

Agree/Return With Comment:

Comments

CBC Remarks

Activate Windows
Go to Settings to activate Windows.

❖ If selected "AGREE"/ यदि "सहमत" चुना गया है

If no changes are required in the Plan Created
यदि प्लान क्रिएटेड में कोई बदलाव की आवश्यकता नहीं है।

Disclaimer: This is approximate cost for advertisement and actual cost may vary due to rate change

Agree/Return With Comment:

Comments

CBC Remarks

My department has already placed funds for the campaign in advance which can be utilised for this advertisement release

My department has placed funds specifically for this advertisement in advance recently

My department would place funds for the release of this advertisement within 15 days from date of release

- ❖ If selected "RETURN WITH SUGGESTION"/ यदि "सुझाव के साथ लौटें" चुना गया है

In case, any changes are to be made in the current plan, select "return with suggestion यदि वर्तमान योजना में कोई बदलाव किया जाना है, तो "सुझाव के साथ वापसी" चुनें।

Disclaimer: This is approximate cost for advertisement and actual cost may vary due to rate change

Agree/Return With Comment: Return With Suggestion

Comments

CBC Remarks

Comment

The RO has been generated as per the provision of Print advertisement policy 2020 of Govt. of India ministry / department shall submit detailed justification for any deviation/modification to the RO.

I agree/understand GOI Print advertisement policy 2020. *

[Send to CBC](#)