

Achievement of Media Unit in the CFY 2016-17 (as on 3.11.2016)

Print Advertisement	<ul style="list-style-type: none"> • From the head 38101 & 38112 total 57 advertisement has been released • 5 Color Strip Advertisement on Drug Prevention
Video Spot	<ul style="list-style-type: none"> • 10 Video spots per day of 30 seconds for 5 days in a month through DoorDarshan. • 30 seconds Video Spots for 10 days through 45 TV channels • 10 Video Spots for 60 days through Lok Sabha TV • One Video Spot in each show for 30 days through 200 Digital Cinema • Video Message of HMSJE through DD News on Senior Citizen
	<ul style="list-style-type: none"> • 10 Video Spots per day for 5 days in one month on Drug Prevention • Video Spot through 42 TV Channels for 5 days • 10 Spots for 20 days through Lok Sabha TV • One Video Spot for 30 days through 180 Digital Cinema
	<ul style="list-style-type: none"> • 10 Video Spots for 4 month through Doordarshan on Dr. Ambedkar 125th Birth Anniversary • 10 Video Spots for 120 days through Loksabha TV on Dr. Ambedkar 125th Birth Anniversary • Video Message of HMSJE 3 spots for two months through Doordarshan
Audio Spot	<ul style="list-style-type: none"> • 5 Audio Spot on 24 FM Channels of AIR for 10 days on Senior Citizen • Audio Spot on 7 Private FM Channels for 5 days on Senior Citizen • Audio Announcement PAN India Bus Station or 30 days on Senior Citizen.
	<ul style="list-style-type: none"> • 5 Audio Spots for 10 days through AIR 24 FM Channels on Drug Prevention
	<ul style="list-style-type: none"> • 4 Audio Spots for 200 days through AIR 24 FM Channels on Dr. Ambedkar 125th Birth Anniversary • 2 Minute Audio Message of HMSJE for 5 days through AIR 24 FM Channels on Dr. Ambedkar 125th Birth Anniversary
Hoarding	<ul style="list-style-type: none"> • 19 Outdoor Hoarding at different location of Delhi on Drug prevention
	<ul style="list-style-type: none"> • 750 Outdoor Media which include Hoarding, Glow Sign, Bus panels, Bus Queue Shelter, Display Board Railway Station, Foot Over Bridge, Gantries, Petrol Pump, Public Utility, Unipoles at Different location of Pan India on Senior Citizen
Metro	<ul style="list-style-type: none"> • 426 Panels Inside Delhi Metro for 120 days on senior citizen
	<ul style="list-style-type: none"> • 426 Panels Inside Delhi Metro for 90 days on Drug Prevention

	<ul style="list-style-type: none"> • 426 Panels Inside Delhi Metro for 60 Days on Dr. Ambedkar 125th Birth Anniversary
Flex Board	<ul style="list-style-type: none"> • 300 Flex Board on Senior Citizen
	<ul style="list-style-type: none"> • 300 Flex Board on Drug Prevention
	<ul style="list-style-type: none"> • 200 Flex Board on Dr. Ambedkar 125th Birth Anniversary
LCD/LED	<ul style="list-style-type: none"> • Railway Station on Senior Citizen
Electricity Bills	<ul style="list-style-type: none"> • 7 lakh electricity bills for 2 month on Dr. Ambedkar 125th Birth Anniversary
Air Boarding Pass	<ul style="list-style-type: none"> • Campaign on Air Boarding Pass on Dr. Ambedkar 125th Birth Anniversary
Railway Ticket	<ul style="list-style-type: none"> • Campaign on Railway Ticket on Dr. Ambedkar 125th Birth Anniversary