

MARY PAUL
Secretary General
e-mail : sg@ins.org.in



Vivek Gupta
President
Karan Rajendra Darda
Deputy President
Tanmay Maheshwari
Vice President
Anant Nath
Honorary Treasurer

INS/ADV/SC/2026-27/ 121

Date: 22.07.2026

ADVISORY

To: All Member Publications

Sub: Levy of 15% Surcharge on Advertisements

We would like to bring to your attention that at the 665th Executive Committee Meeting of the Society held on 17th July 2026 at Mumbai, Members expressed concern about the steep increase in the cost of newsprint, both indigenous and imported, and increase in other input costs due to which their operations are reeling under severe economic pressure.

Taking note of the serious situation, the Committee after deliberations decided to recommend to the members to levy a **surcharge of 15% on the advertisements** appearing in their respective publications **with effect from 1st August, 2026.**

It is pertinent to mention here that in the absence of any written communication from the publications, the advertising agencies may face issues in raising the bills to their clients, inclusive of the surcharge. In view of the same, it is advisable that the Member publications implementing the 15% surcharge are requested to timely inform the advertising agencies by giving a clear notice of its implementation. Members would appreciate, that this action would help foster good media agency relations.

We request all Member Publications to do the needful to implement the 15% surcharge, uniformly all over the country.

Mary Paul
Secretary General



Copy to: All Accredited Advertising Agencies