



National Book Trust, India,

**Nehru Bhawan, 5, Institutional Area,
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Expression of Interest (EOI) for Media Audit Agencies

National Book Trust, India (NBT), an organization of Ministry of Human Resource Development, Govt. of India, is planning to hire Media Audit Agencies who are capable of undertaking third party advertisement verification and make valuation of audio visual, printing and outdoor publicity being done by the Trust for the New Delhi World Book Fair publicity campaign scheduled to begin from 11th January 2013 for a month.

Interested agencies having prior experience in undertaking such type of jobs and have worked for DAVP may kindly apply in a sealed cover superscribed as “Expression of Interest (EOI) for Media Audit Agencies” latest by 1 January 2013 by 5 p.m. Agencies who are prepared to work on 5% charges (presently being paid by DAVP) of the total media campaign cost may only apply.

The selection would be made on the basis of presentation done by the Media Audit Agencies. The decision of Director, National Book Trust, India would be final. The agencies are required to make their presentation on 2 January 2013 at 11 a.m. in the NBT office.