



No. SO. P&C(INF)V-29/2012
GOVERNMENT OF THE PUNJAB
INFORMATION & CULTURE
DEPARTMENT

Dated Lahore the 2nd June, 2012

To

1. All Administrative Secretaries to Government of the Punjab.
2. All Heads of Attached Department in the Punjab.
3. All Regional Heads of Departments in the Punjab.
4. All District Coordination Officers in the Punjab.
5. All Chairmen of Autonomous Bodies in the Punjab.
6. All Heads of the Semi-Autonomous Bodies/Boards/Councils etc.
under control of Punjab Government.
7. All Vice Chancellors of Universities in the Punjab.

**Subject: PLACEMENT OF ADVERTISEMENTS IN THE NEWSPAPERS/
PERIODICALS & TV CHANNELS**

This is in super session of this Department's circular letter No SO. P&C(INF)V-5/71 Dated 18th October, 2003, on the subject cited above.

2. Chief Minister, Punjab has been pleased to approve following advertisement policy for all departments of Punjab Government. The Directorate General Public Relations Department, Government of the Punjab, will be responsible for selection of newspapers/TV Channels and release of advertisements in accordance with the following policy:-

A). ADVERTISEMENT OF LOCAL INTEREST

- i. The advertisements such as Tender Notice/ Auction/ Public Notices/ Situation Vacant etc of all government departments/ Institution whose status is smaller than that of a District level local body/office will be released to one Urdu national daily and one regional newspaper. In case of bilingual advertisement it will be released to one Urdu and one English national daily and one regional daily/periodical.
- ii. All advertisements of Market Committees / Education Institutions and District level Offices of various departments like Auqaf, Social Welfare, Labour, Population Welfare, S&GAD, Revenue, Cooperative, Zakat, Home, Education, Live Stock etc and others alike will be released to One

Urdu national and One regional newspaper. In case of bilingual advertisement it will be released to one Urdu and one English national daily and one regional daily/periodical.

- iii. The advertisement of School upto Secondary level will be released to Two Urdu/ English national and one regional dailies.
- iv. The advertisements of an intermediate or Degree College and other education institutions of the same status will be released to two Urdu/English national and one regional daily.

B) SHOW CAUSE NOTICES

Show Cause notices of all Government Departments, Autonomous Bodies/ Semi Autonomous Bodies/ Organizations/ Corporations/ Authorities etc will be released to two national dailies and one regional newspaper.

C) ADVERTISEMENTS OF PROVINCIAL INTEREST

In case an advertisement is of provincial interest, it will be released to 6 newspapers out of which three will be Urdu/English national dailies and three regional dailies/periodicals. This principle, however, will not be applicable to the departments/ bodies mentioned in the foregoing para(A) and its sub paras.

D) ADVERTISEMENTS OF DISTRICT LOCAL BODIES/ ALL EXECUTIVE ENGINEERS/ ASSISTANT ENGINEERS LOCAL GOVERNMENT/ PROJECT DIRECTORS ETC.

- i. An advertisement for introduction/ enforcement of taxes, auction of Octroi and Toll taxes etc and all other important auctions will be released to four newspapers out of which two will be regional newspapers/periodicals.
- ii. Similarly, an advertisement of scrap/ unserviceable machinery will be released to four newspapers out of which two will be national and two regional newspapers/periodicals.

E) TENDER NOTICES

The tender notices of all government departments including TMA's but other than those mentioned in para (A) and sub paras thereof will be released according to the following guidelines/policy:-

- i. Tender Notices upto rupees Fourteen Lac will be released to two Urdu/ English national and one regional daily.
- ii. Tender Notices amounting to more than Fourteen Lac and less than rupees one Crore will be released to four newspapers out of which two will be Urdu/English national and two regional dailies.

- iii. A tender notice for a work/ item of the value of rupees one Crore or above will be released to six newspapers out of which three newspapers will be Urdu/English national dailies and three regional newspapers.

A tender notice for a work/ item of the value of rupees one Crore or above and covering space 216 centimeters and above will be released to two Urdu/English Dailies and two regional newspapers/periodicals.

F) ADVERTISEMENT FOR VACANCIES

The advertisements for vacancies of all the departments other than those mentioned in para(A) and its sub paras will be released according to the following policy:-

- i. An advertisement for vacancies upto NPS-17 will be released to two national and one regional newspaper.
- ii. An advertisement for vacancies in NPS-18 and above will be released to two Urdu/English national and two regional newspapers.

The Director General Public Relations, Punjab will release 5% of the total advertisements (25% of the advertisements of Regional Newspapers) to the newspapers/periodicals published in Punjabi and other Regional languages.

G) CAMPAIGN ADVERTISEMENTS

Institutional and promotional advertisements campaign of all the departments/bodies/authorities/corporation for print and electronic media including Radios will be released through Director General Public Relations and payments will also be made through the office of DGPR only. The campaign advertisements will be released to the media through the advertising agencies (accredited with APNS) However, the Information & Culture Department will only be authorized to select / appoint an advertising agency (accredited with APNS) for display advertisements/publicity campaigns of the Punjab Government. No Department/ Corporation/ Authority/ Autonomous Body will be authorized to appoint any advertising agency at its own.

While launching any campaign, budget and target areas of campaign will be intimated to the Director General Public Relations. The Director General Public Relations will select the names, numbers of newspapers, number of insertions and number and names of TV Channels as well keeping in view the requirement of the campaign. For display/ campaign advertisements, the number of newspapers/ TV Channels is not restricted, as such these campaigns are launched for the awareness of general public.

The Director General Public Relations will ensure 75 % & 25 % quota of advertisements to the National & Regional newspapers/periodicals respectively in all display/campaign advertisements. The campaign advertisements to the Regional newspapers of Bahawalpur Division will also be released by the Director General Public Relations, Punjab.

H) ONLINE AND SOCIAL MEDIA ADVERTISING

The online and social media's out reach has increased staggeringly in Pakistan and continuous to do so unabatedly. Any good communication campaign ignoring online and social media is at its on peril. Internet has become major and effective media for advertising and it has been predicted that the online advertising is soon going to change the face of advertising. The number of internet users is on a rapid rise worldwide and is used by the people of all ages and types.

Realizing the importance of this emerging media, Government of the Punjab has made it a part of Punjab Government Advertisement Policy with a view to target the people of all ages in creating awareness and promoting the Government initiative for the welfare of general public, being need of the hour.

Any Government Department desires of placing advertisements in news websites of Pakistan newspapers, their e-versions and portals with significant traffic from Pakistan, websites of prominent T.V. channels can release their advertisements to the significant e-papers and websites of channels / social media. The bills / invoices of advertisements placed on the website must be accompanied by certification from any certified / recognized Ad. Management Service, e.g. Double Click, Media Minds, Eye Blaster, Brand Central or any other certifying that the number of impression bought have been delivered properly.

The criteria for media selection will be based by the DGPR on Google analytics reports i.e. that should be placed or sites that are able to provide /share Google analytics reports with DGPR. Payment in case of online and social media advertising will be made by the respective departments to the DGPR, Punjab in advance.

I) GENERAL INSTRUCTIONS

- i. It is mandatory for all government departments/ bodies/ institutions/ corporations/ universities/autonomous and semi autonomous bodies to give a clear margin of ten days while submitting their advertisements to the DGPR, Punjab who in turn will ensure seven days margin of date after the publication of advertisements in the newspapers. The advertisements not having sufficient margin of ten days will not be accepted for publication by the DGPR.
- ii. In case of non publication of advertisement in the target area, the advertising department will inform in writing within seven days of the publication of advertisement to the DGPR, Punjab.
- iii. The number of newspapers can be increased/decreased on the request of concerned department/ Body/ Corporation/Authority etc by the DGPR, Punjab, if he deems it necessary in the public interest.
- iv. While submitting the advertisements to Director General, Public Relations for publication, the advertising department/autonomous bodies/local bodies etc may indicate the budget availability under the head of "Advertising & Publicity".

3. You are requested to bring the instructions to the notice of all concerned. They may be directed to send all the advertisements meant for publication in newspapers/ channels to the DGPR, Punjab in respect of all Divisions of Punjab except Bahawalpur, the advertisements of Bahawalpur Division may be sent to the Director Public Relations, Bahawalpur. Advertisements/payments should in no case be released to the newspapers/media and advertising agencies directly. The payment on account of advertisements charges will be made to the Director General Public Relations, Punjab through crossed cheques/demand drafts and pay orders only.



DEPUTY SECRETARY (PLANNING)

Copy is forwarded to:-

1. The Director General Public Relations, Punjab Lahore for information & strict compliance.
2. The Director Public Relations, Bahawalpur with the direction to strictly adhere to the advertisement policy in releasing advertisements to the Regional Newspapers of the Bahawalpur Division only and National Dailies.



DEPUTY SECRETARY (PLANNING)



No. SO(P&C)V-29/2012
GOVERNMENT OF THE PUNJAB
INFORMATION & CULTURE
DEPARTMENT

Dated Lahore the ^{18th} June, 2012

The Principal Secretary
to Chief Minister,
Chief Minister's Secretariat
Punjab, Lahore

Subject:- REVISED ADVERTISEMENT POLICY, 2012

Kindly refer to the subject noted above.

2. I have been directed to inform that owing to few typographical mistakes in the Section-E (Tender Notices) of the Revised Advertisement Policy, 2012, slight amendments have been made in the same (copy enclosed).
3. Submitted for information / confirmation please.


DEPUTY SECRETARY (ADMN)

CC:

Director General, Public Relations, Punjab, Lahore

AMENDMENTS IN THE REVISED ADVERTISEMENT POLICY, 2012

Sr. No.	Previous Contents	Amendments
1.	<p><u>E- TENDER NOTICES</u></p> <p>The tender notices of all government departments <u>including TMA's</u> but other than those mentioned in para (A) and sub paras thereof will be released according to the following guidelines/policy:-</p> <ol style="list-style-type: none">i. Tender Notices upto rupees Fourteen Lac will be released to two Urdu/English national and one regional daily.ii. Tender Notices amounting to more than Fourteen Lac and less than rupees one Crore will be released to four newspapers out of which two will be Urdu/English national and two regional dailies.iii. A tender notice for a work/ item of the value of rupees one Crore or above will be released to six newspapers out of which three newspapers will be urdu/English national dailies and three regional newspapers.	<p><u>E- TENDER NOTICES</u></p> <p>The tender notices of all government departments but other than those mentioned in para (A) and sub paras thereof will be released according to the following guidelines/policy:-</p> <ol style="list-style-type: none">i. The advertisements of TMA's will be released to two Urdu / English national dailies and one regional daily / periodical.ii. Tender Notices upto rupees Fourteen Lac will be released to two Urdu/ English national and one regional daily/periodical.iii. Tender Notices amounting to more than Fourteen Lac and less than rupees one Crore will be released to four newspapers out of which two will be Urdu/English national and two regional dailies/periodicals.iv. A tender notice for a work/ item of the value of rupees one Crore or above will be released to six newspapers out of which three newspapers will be Urdu/English national dailies and three regional newspapers /periodicals.


DEPUTY SECRETARY (ADMN)



GOVERNMENT OF THE PUNJAB
INFORMATION & CULTURE
DEPARTMENT

NOTIFICATION

NO.SO.P&C(INF)V-29/2012: The Chief Minister, Punjab has been pleased to direct that in the Punjab Government's Revised Advertisement Policy, 2012, the following further amendment shall be made:

AMENDMENT

In the said Revised Advertisement Policy, 2012:

i. at Clause (H): under the heading "Online and Social Media Advertising" the following entry shall be inserted:

(a) **Publicity Campaigns of the Punjab Government may also be launched through Cable TV Networks, if so desired, by the concerned Departments."**

SECRETARY,
INFORMATION & CULTURE

Dated Lahore, the
27th February, 2013

No. & Date Even:

A copy is forwarded for information and necessary action to the:-

1. Principal Secretary to Governor, Punjab.
2. Principal Secretary to Chief Minister, Punjab.
3. All Administrative Secretaries to Government of the Punjab.
4. PSO to Chief Secretary, Punjab.
5. PSO to Additional Chief Secretary, Punjab.
6. Heads of All Attached Departments in the Punjab.
7. All Chairman of Autonomous Bodies in the Punjab.
8. All Regional Heads of Departments in the Punjab.
9. All Vice Chancellors of Universities in the Punjab.
10. All Commissioners in the Punjab.
11. All District Coordination Officers in the Punjab.
12. The Director General Public Relations, Punjab, Lahore.
13. PS to Secretary, Information & Culture Department.


SECTION OFFICER (P&C)



GOVERNMENT OF THE PUNJAB
INFORMATION & CULTURE
DEPARTMENT

NOTIFICATION

NO.SO.P&C(INF)V-29/2012: The Competent Authority has been pleased to approve that in the Punjab Government's Revised Advertisement Policy, 2012, the following further amendment shall be made:

AMENDMENT

In Section (G) of the Revised Advertisement Policy, 2012 circulated vide No.SO.P&C(INF)V-29/2013 dated 02-06-2012 the following entry shall be inserted:

- (a) "Keeping in view the importance and effectiveness of Radio, a reasonable percentage of quota will be given to the Radio for advertisement campaign whenever need warranted".

SECRETARY,
INFORMATION & CULTURE

Dated Lahore, the
30th November, 2015

ok

No. & Date Even:

33 PCO
B
University
A+ Deptt
Comms
2/12/15

- A copy is forwarded for information and necessary action to the:-
1. Principal Secretary to Governor, Punjab.
 2. Principal Secretary to Chief Minister, Punjab.
 3. All Administrative Secretaries to Government of the Punjab.
 4. PSO to Chief Secretary, Punjab.
 5. PSO to Additional Chief Secretary, Punjab.
 6. Heads of All Attached Departments in the Punjab.
 7. All Chairman of Autonomous Bodies in the Punjab.
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 9. All Vice Chancellors of Universities in the Punjab.
 10. All Commissioners in the Punjab.
 11. All District Coordination Officers in the Punjab.
 12. The Director General Public Relations, Punjab, Lahore.
 13. PS to Secretary, Information & Culture Department.

SECTION OFFICER (P&C)