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## PART I

**Punjab Government Notifications and Orders**

**GOVERNMENT OF PUNJAB**

**DIRECTOR INFORMATION & PUBLIC RELATIONS**

**ADVERTISEMENT POLICY FOR WEBSITES 2022**

**NOTIFICATION**

The 23rd August, 2022

**No. I/414406/2022.-1.VALIDITY:-**This Policy will be valid for Two years from the date of issue. It may be amended at any time by the DIPR Punjab.

**2. NODAL AGENCY:** - The Department of Information and Public Relations, Punjab shall be the nodal agency of the Government of Punjab for all kinds of advertising by all Departments and Agencies of Government of Punjab, including Public Sector Undertakings and Autonomous Bodies such as Boards and Corporations, Local and Urban Bodies, Universities, various Commissions, Authorities, Societies constituted by Government Departments, Trusts under the Government, Companies, Apex Cooperative Institutions and other State Government Institutions and Organizations etc. (hereafter defined as Agency of Government) through empanelled internet websites. The nodal agency will work as the Single Window for dealing with the media as per the policy.

The Department of Information and Public Relations will regularly monitor the implementation of this policy. Any deviation or flouting of this policy will invite strict disciplinary action against erring officer/official of said department/board/corporation.

**3. RELEASE OF ADVERTISEMENT WEBSITE MEDIA THROUGH DIRECTOR OF PUBLIC RELATIONS:** - All the advertisements in Website media shall be routed through the Department of Information and Public Relations, which shall be Nodal Agency for issuing advertisements. It shall be mandatory for all the Departments of Government of Punjab, Boards, Corporations, Local Bodies, Universities, Commissions and such other authorities/organizations and institutions etc. to issue all advertisements through the Nodal Agency.

The Media plan for client departments shall be prepared by the Department of Information and Public Relations and the Department of Information and Public Relations shall be the final authority to decide media through which the advertisements are to be released.

The payment of bills shall continue to be borne by the client department as per the practice prevailing currently.

DIPR Punjab may empanel websites for release of advertisements on DIPR rates

#### 4. **OBJECTIVES OF ADVERTISING:**

**a. Reach:** The primary objective of the government in advertisement is to reach to maximum people through digital platform.

#### 5. **DEFINITIONS:**

- a. Director:** Means the Director, Information and Public Relations, Punjab and includes any officer of the Directorate of Information and Public Relations authorised to function on behalf of the Director.
- b. Government:** Means the Government of Punjab, in the Department of Information & Public Relations.
- c. Policy:** Means the Advertisement Policy and Guidelines-2022 of the Government of Punjab.
- d. Advertisement:** Means an advertisement issued by any Government Department or Agency of Government in Banner / Image (JPG, GIF etc), Audio-Visual Media.
- e. Agency or Government Agency:** Includes Public Sector Undertakings such as a Board or Corporation, Urban & Rural Local Body, University, Commission, Authority, Society constituted by Government of Punjab, Trust, Institution or Organisation, Apex Cooperative Institution under the Government of Punjab and any other State Government Body etc.
- a. Websites:** A set of related web pages served from a single web domain/subdomain.
- g. Client:** Any Government Department/Agency that sends a requisition for an advertisement to Director, in terms of this policy or any Government Department/Agency that issues or seeks to issue an advertisement.
- a. Requisition:** A written request/proposal by client to Director for release of advertisement or design of media plan/campaign.
- b. DPR Rates :** Means rates approved by the Department of Information and Public Relations, Punjab for Publications.

#### 6. **Empanelment of Websites**

DIPR Punjab will empanel websites in Category A, B, C, D and E, depending on their monthly Unique User count. Minimum Unique User qualification count for each Category shall be:

Category	Unique Users Per Month (Average of last six months from within India)
A	5 million (50 lakh) and above OR DAVP Empanelled website (Category A)
B	2 million (20 lakh) to less than 5 million OR DAVP Empanelled website (Category B)
C	0.25 million (2.5 lakh) to less than 2 million OR DAVP Empanelled website (Category C)

D	50k (50 thousand) to less than 0.25 million
E	15k (15 thousand) to less than 50k

## 7. Criteria for Eligibility

- a. Any website empanelled with DAVP will be deemed to be empanelled with DIPR Punjab as per criteria under which it is empanelled with DAVP. Websites covering Punjab/Punjabi content will be preference while empanelling.
- a. The empanelment for new websites with DIPR Punjab in Category A, B and C will be at prices defined by DAVP.
- c. Any website which is not empanelled in DAVP in any category can apply for empanelment directly with DIPR Punjab in any of the 5 categories.
- d. In order to promote businesses, the empanelment process will be kept open the whole year. Any company/website can apply for an empanelment on 1st - 5th of every month along with the prescribed documents. The first-time empanelment for websites in Category D and E will happen through tendering process for fixing of prices. In case due to any issue tender process fail to fix the price, a committee constituted by Government would recommend rates to be given to websites for various categories/slabs etc.
- e. The website must be at least ONE year old and must continuously be in operation under the same name (website address) for a minimum of one year. The period shall be calculated backwards from the 1st day of the month in which the website applies for empanelment with DIPR Punjab.
- f. The website must have a minimum Unique Users per month (from within India) as prescribed in Section 6 - Empanelment of Websites (based on the data of six months immediately preceding the 1st day of the month of applying for empanelment).
- g. The website must report their average monthly Unique User (UU) count as prescribed in Section 6- Empanelment of Websites of the last six months, duly certified by the authorized person should be submitted to DIPR Punjab.
- h. The website must run Government advertisements through a Third-Party-Ad- Server (3-PAS) approved or engaged by DIPR Punjab for providing all relevant reports screenshots and will be used for verification of bills for payment.
- i. Only the websites which are owned and operated by companies that are incorporated in India will be considered for empanelment.
- j. Websites owned by foreign companies / origin may be eligible if such websites have a wholly owned company registered and operating in India, which looks after their Indian advertisement business. In such cases, the Indian branch of foreign company must be at least one year old. Any guidelines issued in this regard by Government of India from time to time, shall be ipso facto applicable and have an overriding effect on the provisions of this clause.
- k. This empanelment is open to only non-government websites. Government websites will be empanelled if they accept the rates offered to other similar category websites and Ad properties by DIPR Punjab, provided the number of unique users is as per the criteria for that category.
- l. Different websites belonging to one company / group can be empanelled, provided they separately / individually fulfil the UU count criteria. In other words, NO bunching / adding of UU count of the

different websites of one group/company would be permitted. Also, such websites will be required to submit separate applications for each website.

- m. DIPR Punjab reserves the right to decline empanelment or suspend empanelment of any website if its content is found to be anti-national /obscene /indecent /anti-social /violative of communal harmony and national integrity etc., or deemed objectionable in any form as determined by the competent Committee, or if the website acts in violation of the extant Cyber Laws of India.
- n. The applications submitted directly by companies owning and operating the website will only be entertained. In other words, no intermediary agency is eligible to apply on behalf of a website or group of websites.

#### 8. Advertisements Under this Policy

- a. All the websites which are already empanelled in DAVP or any other state in India in a similar category structure will be deemed to be empanelled. Already empanelled website has to submit copy of the empanelment letter of the state / DAVP in the office of DIPR Punjab.
- b. DIPR Punjab will give work order either on rates prescribed by the DAVP or will fix rates wherever these have not been not defined by DAVP. However, the rates fixed for any category cannot be more than the rate prescribed for the immediate higher category.
- c. DIPR Punjab shall publish standard size web banners on the websites and the standard video Ads (rates will be in multiples of 5 seconds).
- d. Empanelment in all categories will be open throughout the year around. DIPR Punjab will accept applications between 1st to 5th of every month, and will process the application as per the guidelines and fix the category under which the website is eligible. Empanelment will be given only when the applicant accepts the rates offered by DIPR Punjab.
- e. DIPR shall, from time to time, define the rates for Category A-C (based on DAVP Rates) and Category D-E for the following:
  - i. **Standard Banners:** Rates are to be quoted in Rs. for following banner sizes on Cost Per Thousand Impression (CPTI) basis:
    - 1. Banner size 300 X 250 Pixels
    - 2. Banner size 728 x 90 Pixels
  - ii. **Video Ads:** The applicants have to quote rates in Rs. per five seconds for the video Ads.
  - iii. **Fixed Banner / Property on Home Page:** DIPR Punjab will also release advertisements on the basis of “Fixed Property”, only on the first scroll of Home Page of a website, with a minimum display size of 300X250 pixels. The rates for the fixed property, which shall be visible to all visitors to a website in a specified time-frame, will have to be quoted separately on a six-hour slot (6 am to 12 noon, 12 noon to 6 pm, 6 pm to 12 midnight, 12 midnight to 6 am) / window basis, as well as for 24 hours.
  - iv. **Fixed Video Ads on Home Page:** DIPR Punjab will also release advertisements on the basis of “Fixed Video Ads”, only on the first scroll of Home Page of a website. The rates for the fixed video ads, which shall be visible to all visitors to a website for one or more days as per requirement, will have to be quoted for a 24-hour slot.

- f. The website will have to submit bills ONLINE and also PHYSICAL bills within 15 days from the last day of the Release Order, along with a campaign report screenshot.
- g. DIPR Punjab empanelled websites will place all DIPR Punjab released advertisements only through the Third-Party-Ad-Server (3-PAS) engaged/ approved by DIPR Punjab. However, in case of DIPR Punjab decides to accept reports from a third-party server engaged by the empanelled websites for recorded reasons, DIPR Punjab will not bear any cost in this regard and the entire expenditure on engagement of Third-Party Server will be borne by the website only. The reports, however, will still have to be generated and submitted as mentioned in the paragraph above as the same will be required to verify the campaign credentials and processing of bills.
- h. It will be the responsibility of the website owner to comply with extant rules and regulations as prescribed by the Government.
  - i. There will be no change in rates once offered to and accepted by an empanelled website for the entire period of empanelment till the time rates are:
    - i. Revised by either DAVP or DIPR Punjab
    - ii. If the company/website provides documents related to eligibility to higher category
- j. The cost of all technical requirements, such as adapting the design format provided by DIPR PUNJAB to the website's format, shall be borne by the website.
- k. DIPR Punjab will offer rates to websites for Standard Banners ads on Cost Per Thousand Impressions (CPTI) basis and a minimum Click-Through Rate (CTR) of 0.30 (i.e. 3 clicks per thousand impressions or 3000 clicks per million impressions) will be fixed across the categories, which should be reflected in the reports generated through the third-party server engaged by DIP for payment purposes. CTR of less than 0.3 but up to 0.2 per Release Order will invite a deduction of 20 per cent in the billed amount. CTR of less than 0.2 but up to 0.1 per Release Order will invite a deduction of 30 per cent in the billed amount. CTR of less than 0.1 per Release Order will invite deduction of 50 per cent in the billed amount. The rates shall be determined based on the process detailed below. DIP reserves the right to further reduce the L-1 rates discovered through financial bids, if such a need is felt. Decision of DIPR Punjab in this regard shall be final and binding on all applicants.

## 9. OTHER TERMS AND CONDITIONS

- a. Websites applying for empanelment will submit a notarized certificate under name, signature and seal of authorized signatory, stating that the information submitted by them is correct and they will abide by all Terms & Conditions of DIPR Punjab empanelment as well as the decision of DIPR Punjab regarding their empanelment. In case, the information submitted by the websites is found to be false/ incorrect in any manner, the website can be suspended and / or debarred from empanelment or applying for empanelment for next three years.
- b. Empanelment and advertisement rates finalised shall be valid for two years as per clause 8 (p). If a website is rejected by either DAVP or DIPR Punjab, it can submit a fresh application only after one month.
- c. The Unique User Data of each of the empanelled websites will be reviewed in the first week of April every year by DIPR Punjab and accordingly, upwards/downwards revision of category (with corresponding rates) will be considered. Director, DIPR Punjab's decision will be final in this regard.

- d. An empanelled website may be debarred from Govt ads from DIPR Punjab, for the remaining period of its empanelment, if it refuses to accept and carry advertisements issued by DIPR Punjab.
- e. Notwithstanding any of the provisions mentioned above for empanelment of websites and their rates and other terms and conditions, in case of any disagreement etc., decision of Director, DIPR Punjab shall be final.
- f. Copy of all the documents which are required to submit for the empanelment should be sent in hard copy to the DIPR PUNJAB office, with text "Empanelment of the website in Category - A/B/C/D/E" clearly written on top of it.

#### **10. Reporting / Billing**

At the time of Reporting/billing following document need to be submitted to the department (3-5 or more copies of the set can be asked by department at the time of submitting bill)

- a. Original Bill.
- b. Copy of the Empanelment letter DIPR or DAVP.
- c. Screenshots of everyday during the period of campaign duration of the website where date and time of that day when advertisement was live on the website clearly visible with stamp and signatory of authorised person on the print out
- d. Screenshot of the campaign report /third party ad server report page where it is clearly visible that ad campaign was running during campaign duration and how many impressions were generated and how my click was generated and what was the CTR with stamp and signatory of authorised person on the print out
- e. Copy of Mandatory form of Bank
- f. A self-declaration with the details of the campaign that campaign was live on the website during the given campaign duration as per the guidelines of DIPR Punjab / DAVP
- g. Copy of the organization GST
- h. Copy of the organization Pan Card

#### **11. DOCUMENTS TO BE SUBMITTED WITH THE APPLICATION FOR EMPANELLING WITH DIPR PUNJAB:**

- a. Request letter for empanelment (Annexure -A)
- b. Certificate of Incorporation.
- c. Rates in the financial bid-proforma (Annexure-B).
- d. Undertaking in the form of a certificate and acceptance to run campaigns and provide desired reports through DIPR PUNJAB -authorized server.
- e. Draft of Rs. 5,000/- per application per website in the name of Deputy Controller (F &A), DIPR PUNJAB as processing fee (non-refundable).
- f. Unique User Count for the last six months exactly preceding the month of application for empanelment.
- g. Copy of Existing Empanelment Letter (if Any)

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**ANNEXURE - A**

To,

Date:

Director

Directorate of Information and Public Relations

Punjab Civil Sectariat,

near Chandigarh Club, Sector 1,

Chandigarh, 160001

Subject: Application for Empanelment of Website [ Fill your Website URL] with DIPR Punjab (Directorate of Information and Public Relations) for publicity of Punjab Government Advertisement against Tender no. .... (part File).

Respected Sir,

We would like to apply for empanelment of our [Website URL] with DIPR PUNJAB. The following documents are being submitted for the same.

1. DD No..... dated ..... of bank..... of Rs 5000 only. (attached)
2. Copy of Certificate of Incorporation.
3. Certified Average Monthly User Count of the last six month i.e. from ..... to ..... submitted by websites through Google Analytics / ComScore only India both Desktop and Mobile.
4. Affidavit authenticating information regarding website and acceptance to abide by all the terms and conditions of DIPR PUNJAB (Directorate of Information & Publicity).
5. Bank Account Detail (Annexure ....) Mandate form.
6. Signed Copy of Tender Document
7. Financial Bid proforma (Annexure....)
8. Cancelled Cheque
9. Pan Card Copy
10. GST certificate
11. One-year old website certificate.

For any clarification, please contact the undersigned.

Warm Regards,

Name of the Person

Designation of the Person in Organization

Organization Name

Mobile:

Email ID:

**ANNEXURE - B**

Requested category of the applicant .....

Property	Rate (In Rs)
300 X 250 Pixels Banner Ad	
728 X 90 Pixels Banner	
Fixed Slot (6 pm to 12 midnight)	
Fixed Slot (12 midnight to 6 am)	
Fixed Slot (6 am to 12 noon)	
Fixed slot (12 noon to 6 pm)	
Fixed Slot (24 hours)	
Video Ads	Rate in Rs. (per 5 seconds)
Fixed Video Ads (24 hour slot)	Rate in Rs. (per 5 seconds)

Format of Affidavit regarding the information submitted in relation of website information to abide all the terms and conditions of DIPR PUNJAB (Directorate of Information and Public Relations)



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**CERTIFICATE OF UNDERTAKING**

THIS IS TO CERTIFY THAT THE INFORMATION SUBMITTED BY (Fill in your Company Name and Website URL) IS CORRECT AND WE WILL ABIDE BY THE TERMS AND CONDITIONS OF DIRECTORATE OF INFORMATION & PUBLICITY (DIPR PUNJAB) AS WELL AS THE DECISION OF DIPR PUNJAB REGARDING THEIR EMPANELMENT. IN CASE, THE INFORMATION SUBMITTED BY THE WEBSITES IS FOUND TO BE FALSE / INCORRECT IN ANY MANNER, THE WEBSITE CAN BE SUSPENDED AND / OR DEBARRED FROM EMPANELMENT OR APPLYING FOR EMPANELMENT FOR NEXT THREE YEARS.

**MANDATE FORM**

Electronic Clearing Services (Credit Clearing)/Real Time Gross Settlement (RTGS)

Facility for receiving payments

Details of Account Holders: -

Name of Account Holder
Complete Contact Address
Telephone Number/Fax/E-mail id
<b>B. Bank Account Details: -</b>
Bank Name
Branch Name with Complete Address, Telephone No. And Email ID
Whether the Branch is Computerized?
Whether the Branch is RTGS enabled? if Yes, then what is the branch's IFSC Code
Is the Branch also NEFT enabled?
Type of Bank Account (SB / Current / Cash Credit)
Complete Bank Account No. (Latest)
MICR Code of Bank

Date of effect: -

I hereby Declare that the particulars given above are correct and complete. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information, I would not hold the use Institution responsible. I have read the option invitation letter and agree to discharge responsibility expected of me as a Participant under the Scheme.

Signature of Customer

Date:

Certified that the particulars furnished about are correct as per our records.

(Bank's Stamp)

Date:

Signature of Customer

1. Please attach a photocopy of the cheque along with the verification obtained from the bank.
2. In case your Bank Branch is presently not "RTGS enabled", then upon it's up gradation to "RTGS Enabled" Branch, please submit the information again in the above proforma to the department at earliest.

Chandigarh  
The 17th August, 2022

**GURKIRAT KIRPAL SINGH**  
Secretary to Government of Punjab  
Department of Information & Public Relations