

**GOVERNMENT OF PUNJAB**  
**DIRECTOR INFORMATION & PUBLIC RELATIONS**  
**(PRINT, ELECTRONIC AND WEB BASED)**

**ADVERTISEMENT POLICY 2015**

The objective of this policy is to secure the widest possible coverage of the intended content or message through Print, Electronic and Web Based Media via advertisements.

1. **VALIDITY:-** This Policy will be valid for two years from the date of issue. It may be amended at any time by the Government.

2. **NODAL AGENCY:-** The Department of Information and Public Relations is 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). The nodal agency will work as the Single Window for dealing with the media as per this policy.

The Department of Information and Public Relations will regularly monitor the implementation of this policy. For this purpose, all the Departments and Agencies will send a quarterly report to the Department of Information and Public Relations in the proforma to be supplied by it.

3. **RELEASE OF ADVERTISEMENT TO PRINT, ELECTRONIC & WEB-BASED MEDIA THROUGH DIRECTOR OF PUBLIC RELATIONS:-** All advertisements by State Government Departments/Agencies of Government in Print, Electronic and Web-based Media will be routed through Director, Information and Public Relations. All attached offices, autonomous organization & PSUs under the Department will also route their releases through the Director, Information and Public Relations, Punjab.

Director may empanel agencies for design, production and release of advertisements/programmes/campaigns on DAVP/DPR rates.

4. **OBJECTIVES OF ADVERTISING:**

- **Coverage:** The primary objective of the Government in advertising is to secure the widest possible coverage of the intended content or message through Print, Electronic and Web Based Media.
- **Not to take into account political affiliation or editorial policies:** In releasing advertisements to newspapers/journals/radio/TV channels, the Director does not take into account the political affiliation or editorial policies of newspapers/journals/publications/ radio/TV channels. However, the Director will not release advertisements to any newspaper/journal/Radio/TV channel which incites or tends to incite communal passion, preaches violence, offends the sovereignty and integrity of India or violates the socially accepted norms of public decency and behaviour.

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.

- e) **Policy:** Means the Advertisement Policy and Guidelines-2015 of the Government of Punjab.
  - d) **Advertisement:** Means an advertisement issued by any Government Department or Agency of Government in Print, Audio, Audio-Visual and Internet 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.
  - f) **Newspaper:** Means a publication that circulates news and comments on current affairs and is published every day.
  - g) **Publication:** Includes any newspaper, periodical, book etc.
  - h) **Periodical:** Includes a regularly published magazine, journal or paper at a fixed periodicity such as weekly, fortnightly, monthly, quarterly, half-yearly or annually.
  - i) **Channel:** A television or radio channel is a broadcast station that broadcasts audio and video to receivers in a particular area or through any means such as satellite, Internet etc.
  - j) **Websites:** A set of related web pages served from a single web domain.
  - k) **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.
  - l) **Requisition:** A written request/proposal by client to Director for release of advertisement or design of media plan/campaign.
6. **POLICY GUIDELINES:** Government will advertise its plans, programmes and activities in such a manner as it may deem appropriate. The Guidelines relating to Print Media, Electronic Media & Web Based Media are given in parts A, B, and C of this policy hereafter. However, in view of the dynamism involved in the subject, in cases where it is found essential to make some deviation from the laid guidelines, the Director shall prepare a case with reasons and take approval of the Government.

#### PART - A

#### POLICY GUIDELINES FOR PRINT MEDIA

1. **CATEGORY 1 ADVERTISEMENT:** Includes the following, namely:
  - (i) Situation Vacant, Admission Notice
  - (ii) Tender Notice
  - (iii) Auction Notice-Classified (Only)
  - (iv) Statutory Notice, miscellaneous Announcement
2. **CATEGORY 2 ADVERTISEMENT:** Advertisement which has conspicuous display of content and is published in the newspaper/periodicals and includes the following:
  - (i) Mass Campaign
  - (ii) Event Highlight
  - (iii) Major Policies, Programmes and Schemes
  - (iv) Socio-Economic concerns

(v) Auction Notice-Display (Only)

(vi) Product Sales Promotion

3. **COMMERCIAL RATE:** May be determined by the DPR from time to time or case to case being neither a DAVP rate nor DPR rate.
4. **DAVP RATES:** Means rates prescribed by Directorate of Audio Visual Publicity (DAVP), Government of India.
5. **DPR RATES:** Means rates approved by the Department of Information and Public Relations, Punjab for publications.
6. **EMPANELMENT:** Government shall maintain a list of newspapers, periodicals and other publications approved for release of advertisements by empanelling or registering such newspapers, journals and other publications. The Director will empanel only such newspapers, journals and other publications as are required for achieving the objectives of this policy with consideration to the circulation and weight-age to their readership from different sections of society in different parts of the state and also, in specified cases their readership in different parts of the country.  
Some newspapers/journals/magazines circulated abroad may also be considered for empanelment for a specific purpose, as may be decided by the Government.
7. **PAYMENT OF ADVERTISEMENT BILLS:** The liability for making payment of advertisement bills is with the client Department/Agency of government on whose behalf, either on their request or as decided by Government, the advertisement has been released by the Director. All Departments/Agencies of government should pay for all type of advertisements within 60 days of issuance of advertisement/ submission of the advertisement bills. The Director will intimate all Departments/Agencies of government regarding release of advertisements along with the media plan decided by Director. Any dispute regarding payment would be decided by the Director and the decision would be binding on the Department/ Agency and Publication. The Government may also empanel such newspapers/periodicals which do not have DAVP approved rates and which intend to be registered for release of advertisement by the Director. Such empanelled publications will be eligible for advertisements at DPR rates.
8. **PRIORITIZATION OF NEWSPAPERS/PERIODICALS FOR EMPANELMENT:** In pursuance of broad social objectives of advertising by Government and for ensuring fairness among various categories of Newspapers/Periodicals, the Government will consider empanelment of Newspapers/Periodicals belonging to the following categories on priority basis, apart from other newspapers with large circulation:
  - a) Small and medium newspapers/periodicals.
  - b) Language newspapers and other publications.
  - c) Newspapers/periodicals and other publications published in Punjab and other states.
9. **CLASSIFICATION OF NEWSPAPERS AND OTHER PUBLICATIONS:**  
Newspapers/Publications are classified into three categories, namely:-
  - (i) Small, with a circulation of up to 25,000 copies per Published edition.
  - (ii) Medium, between 25,001 and 75,000 copies per published edition.
  - (iii) Big, with a circulation of above 75,000 copies per published edition.
10. **CRITERIA FOR NEWSPAPER EMPANELMENT AND EMPANELMENT SCHEDULE:** All news

papers/periodicals seeking empanelment should comply with the following:

- Provisions of the Press & Registration of Books Act, 1867.
- Uninterrupted and regular publication for a period of six months.
- All the advertisement issuing authorities will ensure that the language formula is adhered to. As per the language formula for the advertisements, the following percentage is to be allowed to various newspapers and periodicals in different languages.

(i)	Punjabi	62.5%
(ii)	English	21%
(iii)	Hindi	15%
(iv)	Urdu	1.5%

The language formula may be reviewed as and when required by the Government. Advertisement for a specific purpose/audience may be exempted from this formula.

11. **GUIDELINES FOR ISSUANCE OF ADVERTISEMENTS:**

- No advertisement shall be issued for any non-government organizations such as social, cultural and sports organizations.
- No Advertisement shall be issued for special supplements of newspapers and periodicals. However, in exceptional circumstances, the Government may relax this condition.
- No photograph of any political leader not holding any Govt. Office or of any officer shall appear in Display Advertisements. The Photographs of National Heroes, Freedom Fighters who sacrificed their lives for the freedom of India or National Leaders like; Mahatama Gandhi, Pandit Jawahar Lal Nehru, Shaheed Bhagat Singh, Rajguru, Sukhdev, S. Udham Singh etc. or any other prominent personality whose thoughts and teachings are related to the occasion and give inspiration to the masses will be used for display advertisements.

12. **REGISTRATION OF NEWSPAPERS/PERIODICALS FOR ADVERTISEMENTS:** For issuing advertisements on specific occasions, a list of newspapers may be drawn by the Director and such papers would be registered for selecting advertisements. Normally, advertisements are issued to empanelled newspapers, but on specific occasions, advertisements may be issued to newspapers which are not empanelled.

Any names of the newspapers suggested by other Departments and Agencies will be considered by the Director who is the final authority in selecting the Newspapers/Periodicals for registration.

13. **PROVISIONAL EMPANELMENT:** The Director may grant provisional empanelment to a newspaper for a period of six months if the newspaper is otherwise found suitable for issuance of Government advertisements. The rate payable to such newspaper would be the DAVP & DPR rates applicable or such rate contract as decided by the Director. Depending upon the publicity impact, this period can be further extended.

14. **RATE CONTRACT:** All empanelled newspapers/periodicals, to which DAVP rates do not apply will enter into a rate contract (DPR rates), which will be valid for a particular circulation and a period of one year which may be renewed/extended. However, a change in circulation category (whether increase or decrease) can affect the period of validity of the contract based on the evidence as prescribed in the criterion for empanelment or on the basis of CA/RNI/ABC/DPRO certificate, as applicable. The decision

of Director will be final.

**Note:** All empanelled publications must submit a copy of annual return of circulation submitted to Registrar Newspapers of India with receiving proof from RNI for the previous year, by 30th September every year, failing which the newspaper can be de-empanelled by the Director.

15. **REGULARITY:** The applicant should have published the daily newspaper on at least 25 days of each month during preceding 12 months; weeklies should have published 46 issues during the preceding 12 months, fortnightlies 23 issues and monthlies 11 issues during the preceding 12 months, to be considered for empanelment.
16. **MINIMUM CIRCULATION FOR EMPANELMENT:** A Newspaper/Periodical should have a minimum paid circulation of not less than 2500 copies for being considered eligible for empanelment.
17. **AUTHENTICATION OF CIRCULATION:** The applicant Newspaper/Journal should furnish authenticated figures of circulation of ABC, RNI/Cost Accountant/Statutory Auditor/ Chartered Accountant as per requirement.
  - (i) RNI circulation certificate will be valid up to four years from the date of issue for this purpose.
  - (ii) A publication with circulation up to 25000 need not submit RNI/ABC certificate.
18. **CHECKING OF CIRCULATION FIGURES:** The Director reserves the right to have figures of circulation checked through its representative/agent or through RNI.
19. **CONDITIONS FOR EMPANELMENT:**

While selecting Newspapers/Journals, the Director will take into account the standard, tone and contents. No advertisement shall be released to Newspapers/Journals which encourage fissiparous tendencies, fan communal hatred or present the accepted values of society in a distorted manner or harm national integration and communal harmony.

  1. The newspaper should not have been disqualified in the last three years or should not be a defaulter of DAVP or the Department of Information and Public Relations, Punjab.
  2. The applicant should also furnish a copy of the Certificate of Registration issued by the RNI in the name of the publisher.
  3. The details of the paper like size, language, periodicity, print area and details of printing press etc. as asked for in empanelment form may be given. Further, it must be substantiated that the paper being published is of a reasonable standard. Reasonable standard, inter alia, means that:
  4. The Print matter and photographs should be legible, neat, clear and without smudges, overwriting and tampering.
  5. There should be no repetition of news items or articles in the newspapers/periodicals from the previous issues of the same newspaper.
  6. There should be no reproduction of news items or articles from other newspaper/journals and the source of news/articles should be mentioned.
  7. Masthead on its front page should carry the title of the newspaper, place, date and day of publication; it should also carry RNI Registration.
  8. Number, volume & issue number, number of pages and price of newspapers/journal;
  9. The newspaper should carry imprint line as required under Press & Registration of Books Act, 1867.

10. Inner pages must carry page number, title of the paper and date of publication. For multi-editions, place of publication must be mentioned in inner pages also.
  11. All the publications must carry an editorial.
  12. The Publisher must ensure that the publication fulfils all the norms and guidelines laid down in this Policy before applying for empanelment. The application form must be complete in all respects with supporting documents.
  13. The Newspapers already empanelled with DAVP may apply to Department of Information and Public Relations, Punjab along with copies of DAVP empanelment and rate contract. The rates applicable would be same as approved by DAVP.
20. **VALIDATION OF EMPANELMENT:** Empanelment already granted by the Director, prior to this Policy, will remain valid for its duration.
  21. **SUSPENSION AND RECOVERIES:** A newspaper/publication will be suspended from empanelment by the Director with immediate effect without any notice if:
    1. has submitted false information regarding circulation or otherwise;
    2. It has discontinued its publication, changed its periodicity or its title or has become irregular or changed its premises/press without prior intimation;
    3. It has failed to submit its "Annual Return" to the RNI or its "Annual Circulation Certificate" from the prescribed agencies by 30th Sept;
    4. Its Editor/Manager/Owner convicted by Court of Law for activities related to the publication.
    5. It refuses to accept and carry an advertisement issued by the Director on more than two occasions;
    6. The publication will remain suspended for a period of up to 12 months. The Director may affect recovery of any payments made in the past from the publisher in the case of the above mentioned criteria for suspension. The publisher should make the deposit within 60 days from the date of issue of Demand Letter for recovery by the Director, failing which recovery will be realized from the bills/payments pending with Government or Agencies. Till the recovery is made, it will remain banned from empanelment or registration.
  22. **SUBMISSION OF ADVERTISEMENT BILLS:** Every publication will submit its advertisement bills, complete in all respect and supported with relevant documents, within 15 days of the publication of the advertisement to the Director, who will direct the client Department/Agency of government to make the payment within 30 days. Director will not be responsible for the payment of bills submitted after stipulated time, or for any delay in payment by the Government Department/Agency of government.
  23. **ADVERTISING RATE:** The Director will accept the rates approved by the DAVP, Government of India, for release of regular advertisements to any empanelled newspaper/journal or other publication. However, if any newspaper does not have DAVP approved rates, the Director may consider releasing regular advertisements at DPR approved rates. These rates will be related to circulation of a newspaper and will apply uniformly to all such newspapers that will enter into rate contract with Director accepting the Director, Information and Public Relations, Punjab rates and other terms and conditions as laid down from time to time to ensure publication of advertisement released by it.
  24. **RELEASE OF ADVERTISEMENTS ON COMMERCIAL CARD/OFFERED RATES:** In normal course, the Director would release regular advertisement to any publication on DAVP/DPR rates. However,

on request of the client advertiser and keeping in view the publicity impact of the publication, the advertisement may be released on its card/offered rates also. The Director keeping in view the publicity impact, may also release advertisements on commercial card/offered rates/mutually agreed rates for any publication/newspaper.

**25. PUBLICATION OF ADVERTISEMENT:**

- It shall be the responsibility of the publisher/newspaper to correctly translate the advertisement text before publication. In case of any doubt, the Director may be consulted, but for wrong/correct/misleading information or translation, a deduction may be imposed by the Director. Such decision would be final.
- No Newspaper will publish advertisement released by the Director without receipt of the relevant Release Order.

**26. RELEASE AND PAYMENT OF ADVERTISEMENT:**

- a) Director will issue a Release Order to the Newspapers/Periodicals for the publication of advertisement. A copy of the Release Order will also be sent to the client Department. The R.O. shall contain all relevant information including the name of the Newspaper/Periodical to which the advertisement has been released, space, date of publication and advertisement rate.
- b) The client Department/Agency will directly release payment of advertisement bills to the Newspaper/Periodical after the verification of the bills by Director.

**27. SUPPLY OF NEWSPAPERS/PUBLICATIONS TO CLIENT DEPARTMENTS:** Every newspaper and publication will be obliged to submit one copy each of the newspaper carrying the advertisement to the client Department/Agency of government at the address mentioned in the Release Order and also to Director, failing which payment for the advertisement will not be considered. In addition, Director may ask for regular supply of specimen copies of any empanelled publication.

**28. DATE OF PUBLICATION OF ADVERTISEMENT:** The newspaper will be obliged to strictly adhere to the date of publication of advertisements as given in the Release Order. Publication of advertisement on dates other than that given in the Release Order, will not be paid. Any change in date of publication may be made only with the prior approval of the Director. A Newspaper/Publication must inform the Director within 24 hours, if it is unable to publish the advertisement on the due date, failing which its empanelment/registration may be suspended.

**29. SELECTION OF NEWSPAPERS AND OTHER PUBLICATIONS:** When a requisition for release of advertisements is received from the client Department/Agency of government, Director will prepare a suitable media plan keeping in view the content, the target audience of the advertisement, availability of funds and the recommendations of the Department/Agency of Government and all Departments have to adhere to this media plan.

**30. RELEASE OF ADVERTISEMENTS TO PERIODICALS:** The Director would release advertisements for any regular issue or in exceptional circumstances in the special supplement brought out by any newspaper, periodical or magazine on DAVP/DPR rates, which will be based on the circulation of any publication. The Director, keeping in view the publicity impact, may also release advertisements on Commercial Card/Offered Rates/DPR Rates for any special occasion in regular issue or special supplements brought out by any publication/newspaper even if it is not registered.

31. **DPR DISCOUNT ON CATEGORY 2 ADVERTISEMENTS:** A 15% discount would be applicable to all Category 2 advertisements released by Director to all publications except English Publications.

32. **GUIDELINES FOR ADVERTISEMENT CONTENT:**

1. The Director while acting as the nodal agency for releasing advertisements, would not only perform professional work such as designing, selection of Newspapers/Periodicals, space booking and placement of advertisement etc., but its decision regarding release of such advertisement to any Newspaper/Periodical would also be final.
2. The Departments/Agencies should send its request at least four working days in advance and in emergent cases, one working day in advance to the Director.
3. The content and design of any advertisement would be the exclusive concern of the Client. However, Director may redesign and rephrase the contents to improve or appropriately convey the message and objective of the advertisement.
4. The Director may on its own or on the request of Departments/Agencies release display advertisements on various important occasions such as Independence Day, Republic Day, Death or Birth Anniversary of prominent National and State Leaders, Festivals and other important occasions/events and on the Policies, Programmes and achievements of the State Government/Agencies.
5. Advertisements may be released in furtherance of various publicity campaigns launched in the State from time to time.
6. Advertisements may also be released on other important occasions like inaugurations or foundation stone laying ceremonies of various projects and such important occasion/events as the Government may decide to publicise.
7. Advertisements may also carry the appeal/message of the President of India, Prime Minister, Governor, Chief Minister, Deputy Chief Minister, Minister or any other dignitary holding any Government office or persons relevant to the occasion. The relevant persons may be the person who has been invited to preside over the function, inaugurate the function/project or to lay the foundation stone of the project or important persons in honour of whom the function/project has been organised.
8. Display advertisements, which in one way or the other, highlight programmes, policies, vision and achievements of the State, the visuals or photographs of any appropriate/relevant National/State leader or any other prominent personality, whose ideals and life-sketch suits the occasion, may also be used. The prominent personality here may be any role model in public life. The basic objective of using the photographs/sketch or symbol of any such prominent personality would be to give effect and wider acceptability to the message carried through these advertisements.
9. Display advertisement may be issued to generate a feeling of participation in the democratic process amongst all sections of the society, motivate and inspire the younger generation and make them feel proud of the history of the country, our leaders/trendsetters and to cherish the ideals set forth by them.
10. Campaigns must be designed to create awareness among the people about various policies, programmes and achievements of the State Government. Through such advertisements, the State Government communicates with its citizens and it plays an integral part in dissemination of

information, which is essential in a democracy.

11. All campaigns should be relevant to Government responsibilities.
12. Campaign materials should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign.
13. Campaign material should be objective and not directed at promoting any political interest.
14. Campaigns should be justified and undertaken in an efficient, effective and relevant manner.
15. Campaigns must comply with legal requirements, procurement policies and procedures.

33. **AUTHORITY:** Government may authorise any officer of the Department of Information and Public Relations to carry out any functions of the Director under this policy.

34. **EXEMPTIONS:** The Municipal Councils (excluding Municipal Corporation) are exempted from releasing their advertisements through Director to the tune of Rs.50,000 (Rs. Fifty Thousand only) per advertisement, provided they obtain NOC from the Director, prior to release. Government may exempt any agency from the requirement of prior approval of advertisement by Director and release advertisements through Director from time to time, subject to conditions and limitations as it may specify.

35. **OTHER CONSIDERATIONS:** Government agencies will follow the Advertisement Policy/Norms as laid down by the State Government, from time to time. Efforts should be made to adhere to the overall media strategy of the Department to ensure maximum coverage at optimum cost. However, in specific cases where the Director wishes to make a deviation from these norms, full and detailed justification should be given while placing the order on case to case basis. Any issue which is not covered in the Advertisement Policy would be taken up separately with approval of the competent authority.

## **PART-B**

### **POLICY GUIDELINES FOR ELECTRONIC MEDIA**

1. **FIXING OF RATES:** Government may fix rates based on the recommendation of Committee constituted to recommend advertisement rates.
2. **EMPANELMENT OF TV CHANNELS:** All private TV Channels must apply to be considered for empanelment for government advertisements. Doordarshan and all Government Television Channels (Lok Sabha, Rajya Sabha etc.) would be automatically empanelled.

The channels are divided into two categories- National and Regional and also genre on the basis of dominant viewership in a particular area/region.

**2.1 Criteria for Empanelment of TV Channels as adopted by DAVP would normally be followed by Director, Information and Public Relations:** Empanelled TV channels with DAVP would be empanelled on application made by the channel or suo-moto by the Director and rates payable would be the same as approved by the DAVP or Government, based on the recommendation of the Committee constituted for this purpose.

The eligibility criteria for empanelment are as follows:

- a) **Minimum Telecast Period:** A channel should have completed at least one year with a regular telecast at the time of application for empanelment. A new channel, with good viewership in last three months, can be considered as a special case. A Channel broadcasting programmes mainly for viewers in Punjab may be empanelled after three months by the Committee if it fulfils the objective of information needs of the people or promotes art and culture in the State.

- b) **Publicity:** The publicity impact of advertisement through the channels will also be taken into account while empanelling such channels. The rate for such channels may be fixed based on available data that the channels telecasting/broadcasting programmes for the information/entertainment/educational needs of the people of Punjab State may have.
- c) **Coverage & Content:** Channels specifically covering Punjab news, art and culture of Punjab may be considered.
- d) **Viewership:** Channels being aired internationally but having focus on the Indian sub-continent and surrounding areas may be considered.

**2.2 Criteria for fixation of rates of empanelled TV Channels:** DAVP rates for TV/Radio channels would be applicable, if available. The rates of empanelled channels may be recommended by the committee if the DAVP rates are not available after considering the following:

- (i) Comparison on the basis of the six month average of C&S Viewership Data of TAM (15+age group, both male/female, all SECs, All-India market for National channel and respective State for regional channels) except for channels catering for information/entertainment/educational needs of people of Punjab State. If the channel is less than 6 (respective) number of months old or between 3-6 months, it would be considered based on data, if available, and rates of these channels with Doordarshan, wherever possible, and comparison with channels in their respective genre and programmes.
- (ii) Negotiations based on market rates/card rates offered by channels.
- (iii) The effective rate of a particular channel will determine the rate structure pattern depending on the number of bonus telecast, ticker/scroll etc. provided with the rate.

3. **EMPANELMENT OF PRIVATE RADIO STATIONS:** Radio Stations can be categorized on the basis of number of stations and reach as on 31st March of every year.

**Big-** Operating in metro cities with population over 50 lakh

**Medium-** Operating in non metro cities with population over 10 lakh.

**Small-** Operating in cities with less than 10 lakh population.

3.1 **Criteria for empanelment of private Radio Stations:**

The Station should have completed at least six months broadcast at the time of application. But if there is a new Station, with a strong audience base after three months, it can be considered by the committee as a special case.

3.2 **Rates for private Radio Stations:**

- (i) Listenership data of field survey agencies, provided by the Station or Radio Listenership Data Agency when established may be considered for comparison for rate fixation.
- (ii) Negotiation based on market rate/card rates.
- (iii) Rate structure pattern would determine the effective rate depending on the no. of bonus (minutes) etc. provided with the rate.

4. **RELEASE OF SPOTS ETC:**

- (i) As soon as a requisition for release of advertisement is received from Government Clients, the Director will prepare a suitable media plan, keeping in view the contents of message, the target

audience and budget after consideration of requirements of the client, if any. Appropriate weightage will be given to regional/local Channels and Stations.

- (ii) After finalizing the media plan, the spots will be released on various T.V/Radio channels. The client will normally ensure release of payment to the Advertiser within 60 days of submission of the advertisement bills.

**5. OTHER CONDITIONS REGARDING EMPANELMENT/FIXATION OF RATES FOR RADIO/TV CHANNELS:**

- (i) The Channel/Station must submit a certificate that the information submitted by them is correct. In case the information submitted by the channel is found to be false in any manner, it can be suspended and/or debarred from empanelment.
- (ii) The channels or their authorized representatives may be required to make a presentation before the Director.
- (iii) The empanelment and rates will be valid for one year or further extended as the Director may decide. However, in case of more than 15% variation in TAM/RAM rating of any Channel/Station continuously for a 6 month period, the Director can review the rates of any such Channel/Station.
- (iv) The channels will agree in writing that rates accepted by them are lowest and exclusive to DAVP/DPR and lower rates cannot be offered to any other agency. Director may review the empanelment if this condition is violated.
- (v) The decision of Director will be final and binding, subject to fulfilment of terms and conditions mentioned above.

6. **PAYMENT OF BILLS:** Every Channel/Station will be obliged to submit its telecast/broadcast/display bills complete in all respects along with telecast/broadcast/display certificates within 30 days of completion of campaign or last date of monthly telecast. The telecast/broadcast/display certificate submitted by the channel will be considered as the basic proof of telecast/broadcast/display. However, third party monitoring service viz. TAM in case of TV channels can be subscribed to get additional supporting telecast certificates for the channels being covered by them. Recovery shall be made in case of excess payment by the Client.

7. The Director may empanel or appoint consultants (including Designers etc.) or Advertising agencies for taking up various advertisement related work on professional lines. The functions relating to advertising including release of electronic/audio-visual advertisements may be carried out by these consultants.

**PART - C**

**POLICY GUIDELINES FOR WEB - BASED MEDIA**

**1. ELIGIBILITY CRITERIA FOR EMPANELMENT OF WEBSITES:**

- The website should have continuously operated under the same name (website address) for minimum one year; a continuous operation implies an uptime of at least 99.9% during the year.
- Minimum page views in one month that the requester should accomplish to get eligible for empanelment would be 75,000 page views per month for last 6 months for the given website.
- With respect to Condition 2 above, the website shall report its Unique User Base Data and page views data as per Google Analytics to the Director and additional data through any agency as and when required.

10. Advertisement rates will be valid for four months from the date of commencement. However, in case the latest data for number of views after the empanelment of a website shows a reduction of more than 15% from the average monthly page views at the time of empanelment, Government may reduce advertisement rates for the website. Websites will provide certified data about its average monthly page views after every three months. The Punjab Government may from time to time, recheck or assign any agency to review the data provided by the website. Website shall provide an undertaking that rates accepted by them from the Government are the lowest; Government reserves the right to review empanelment rates if this condition is violated. Recovery shall be made in case of excess payments to websites.
11. The empanelment of a website can also be reviewed in case its monthly users fall below the average monthly users defined in the eligibility criteria, continuously for a period of four months. An empanelled website may be barred from empanelment by the Government for the remaining period of the empanelment, if at any time it refuses to accept and carry advertisements issued by Director (whether for Government or Agency) on more than two occasions. In case of any disagreement or dispute, a website may be barred for empanelment. The decision of Director will be final in all such cases.
12. **WEBSITES OF NEWSPAPERS:** Internet newspapers would be categorized on the basis of their periodicity as follows:
- a) Web portals which are updated daily or more frequently.
  - b) Web portals which are updated weekly
  - c) Web portals which are updated fortnightly or less frequently.
- The advertisement rates recommended by the committee would be on daily, weekly, fortnightly, monthly basis for these categories keeping in view DAVP rates.
13. **LIST OF DOCUMENTS TO BE ATTACHED WITH THE APPLICATION FOR WEBSITE EMPANELMENT:**
- a) All documents mentioned that may be prepared by the Director.
  - b) Google Analytics data for 6 months duly certified by the Auditor.
  - c) Data on website users outside India in different countries (country wise) in case the website wishes to get empanelled for international campaigns.
14. The State Government shall be free to advertise and promote its activities through Websites and Web-based Social Media etc other than empanelled websites.

- Only websites owned and operated by companies, firms or individuals will be entitled for empanelment.
  - Websites of any Government or Government Agencies may be empanelled; however, they will not be made any payment.
2. Punjab Government will publish only standard size web banners/advertisements on empanelled websites for the time being. Other forms of advertisements may be published at a later stage.
  3. For the determination of advertisement rates, the websites will be grouped into three viewership categories based on their average monthly page views:
    - a) Less than 1,50,000
    - b) 1,50,000 to 3,00,000
    - c) Above 3,00,000
  4. Separate rates will be specified for placement at TOP, BOTTOM and SIDE positions for each banner size given below on daily, weekly, fortnightly and monthly basis depending upon their viewership category.
 

a. 728 X 90 pixels	b. 468 X 60 pixels
c. 336 X 280 pixels	d. 300 X 250 pixels
e. 180 X 150 pixels	f. 125 X 125 pixels
g. 234 X 60 pixels	h. 960 x 70 pixels
i. 460 x 70 pixels	j. 210 x 210 pixels
  5. A Committee constituted by the Government would recommend rates to be given to websites for various categories/slabs etc. The initial rates recommended for attached part of this policy and government would be competent to revise them from time to time. For such websites like; Google, Facebook, Twitter etc., which have their own rates or do not accept government rates, a departmental committee formed by Secretary, Information and Public Relations will negotiate to get the best possible rates for the Government.
  6. The rates decided by the Government shall be inclusive of all costs including taxes (service tax, GST etc).
  7. The website will be obliged to submit its bills, complete in all respects along with certificates, that the advertisement has been displayed on the website within 30 days of completion of campaign (from date of placement of advertisement). It will also provide the entire schedule of the Displayed Advertisements along with screen shots on daily basis. Daily reports shall be e-mailed to Director. Director may check at any time and if the advertisement is found missing, no payment for that day and subsequent days will be made till advertisement is put up and reported and checked by Director.
  8. It will be the responsibility of the Website to take care of all formalities required, as per orders of any government authority in force.
  9. A Website applying for empanelment will submit a certificate that the information submitted by it is correct and it will abide by the decision of Government regarding empanelment. In case the information submitted by the Website is found to be false or incorrect in any manner, the website may be suspended and/or debarred from empanelment.