



GUIDELINES & PROCEDURES  
*ADVERTISEMENT POLICY 2021*



PRESS INFORMATION DEPARTMENT  
MINISTRY OF INFORMATION & BROADCASTING  
GOVERNMENT OF PAKISTAN

## PRINT

- All Classified Advertisement emanating from all public sector organizations will be released directly to newspapers/publications by Press Information Department (PID) on request of ministries/departments/organizations/autonomous bodies and others. Classified Advertisement includes notifications of routine character, consisting of plain text and logo such as Situation Vacant, Tender Notices and Public Notices etc.
- Display Advertisement will continue to be released by PID through advertising agencies. Display Advertisement includes advertisements to publicize some special initiatives, consisting of design elements aimed at maximizing the impact of the message such as Launching/Inauguration announcements, Awareness campaigns, Admission Notices etc. However, PID shall be the final say in the categorization of an advertisement into classified or display.
- Electronic Media Campaign shall be released by PID through advertising agencies in the same manner as in case of display advertisement.
- In case of display advertisement, Press Information Department will decide its placement and number of newspaper/periodicals for finalization of the media plan. However, when the client department intends to issue special supplement for which it needs any special media list it can identify its media preference. In such a case, PID and client department can decide the media through mutual consultation.
- All ministries/departments/organizations/autonomous bodies etc shall indicate budget allocation, language, region, periodicity of the publication and number of insertions without naming any newspaper / channels in their client Release Order.
- All advertisement to be published/aired in newspapers/publication/ channel etc. may reach PID, three days prior to its publication/airing. The date of publication/airing must be categorically mentioned in the Client Release Order. The Release Order for electronic media shall be accompanied with proposed media plan and advertisement in CD/DVD/Email.
- The content/matter of classified advertisement along with logo/s may be sent both in hard and soft form to PID. Soft form (MS Word file containing advertisement matter along with placement of logo/s) may be delivered in CD/DVD/Email.
- If the advertisement is required to be published in language other than English, the translation in the required language (like Urdu, Punjabi, Sindhi, Pashto, Balochi etc.) shall be done and furnished by the client departments.
- The prime responsibility of the content/matter of the advertisement rests with the ministries/departments/organizations/autonomous bodies etc which is issuing the Release Order.

- Foreign Media advertisement of Federal Government Bodies/Sponsoring Agencies will be released after obtaining NOC from External Publicity Wing. A copy of NOC and Release Order shall be submitted to PID to maintain a record.
- Press Information Department (PID) is the only authority to appoint Advertising Agencies on Ad-hoc basis. In case where there is no advertising agency, PID may appoint advertising agency on the panel of Federal Government Bodies/ Sponsoring Agencies on ad-hoc basis upto a period of maximum of six (6) months. Meanwhile the sponsoring Agency must complete formal process of appointing the advertising agencies on its panel.
- Advertisements cannot be demanded by any newspaper / periodical as a matter of right.
- All the client Departments/Sponsoring Agencies may clear their dues within three months (90-days) of issuance of Release Order. In case of default PID may suspend the client department.
- The policy of distribution of advertisement to the Metropolitan / Regional newspapers shall continue as per practice in vogue.
- The SOPs are subject to review by Oversight and Implementation Committee (OIC) as and when required.

## BILLING PROCESS

- Three copies of Invoices, Release Order issued by PID, and newspaper carrying the advertisement must be submitted within one week of the publication of advertisement.
- The bills / invoices submitted by newspapers / publishers will be consolidated by PID and after due verification will be forwarded to the sponsoring ministry/department etc, for payment/issuance of sanction.
- All newspapers/publications etc. shall provide official email addresses to PID for the communication of the classified advertisement material along with the Release Order.
- The responsibility of the design as per size and instructions conveyed by PID and the Sponsoring Department shall be on the newspapers/publications etc.
- All newspapers/ publications etc. must open their vendor numbers with respective AGPR Offices within 15 days.
- The Newspapers must authorize their employee with due authority letter for submission of bills and collection of cheques on behalf of the publishers.
- In case of Classified Advertisement, payment will be made through PID by the sponsoring Ministries/departments/organizations/autonomous bodies etc. in the name to the newspapers as per invoice/amount verified by PID.
- In case of Display Advertisement and Electronic Media Campaign, the invoices will be submitted to PID by the advertising agencies. The sponsoring Ministries/departments/ organizations/autonomous bodies etc. will make 85% payment to the newspapers/channels etc, and 15% will be paid to advertising agency in terms of its commission, separately.
- All payments for advertisements shall be made within 90 days of the date of publishing/airing.
- PID may suspend Ministries /departments /organizations/ autonomous bodies etc. who default in payment of advertisement bills on time.
- Ministries/departments/organizations/autonomous bodies etc, whose bills are not audited by AGPR, shall send copies of cheques issued in the name of newspapers / publications/ channels etc, and agency to PID, so that proper record can be maintained.
- Ministries/departments/organizations/autonomous bodies etc, whose bills are audited by AGPR must issue sanction letters to PID within 15 days after receipt of PID verified bill of advertisement.

## ELECTRONIC

- Release of TV/Radio Commercials will only be made to those media outlets holding valid license issued by Pakistan Electronic Media Regulatory Authority (PEMRA). This does not apply on National Broadcasters.
- All electronic media advertisements shall be routed through Press Information Department (PID).
- PID shall finalize the media plan keeping in view the budget provision, target audience and maximum impact.
- PID shall finalize the publicity campaigns including number of spots, number of TV / Radio Channels, time slot, and consideration for regional language channels etc.
- PID is authorized to include, remove or hold in abeyance any advertisement released to any media platforms in the publicity plan.
- Department for Electronic Media and Publications (DEMP) shall provide the verification of aired TV / Radio commercials as per the release orders issued by PID within 30 days of airing of advertisement.
- All Federal Government Departments / Organizations shall ensure that adequate funds are available prior to release of any electronic media campaign.
- The rates for electronic media advertisement shall be applicable as prescribed from time to time.
- Advertisement Rate Fixation Committee shall fix and review the rates for electronic media.

## PROCEDURE FOR THE SELECTION AND APPOINTMENT OF ADVERTISING AGENCIES

- Each Ministry / Department / Organization will select three advertising agencies on its panel; however, Ministry of Information & Broadcasting can appoint six advertising agencies on its panel.
- Advertising agencies shall be selected through an open and transparent competition, after meaningful and effective consultation with Press Information Department (PID)
- Appointment process of agencies shall be a 6-step process which shall include:
  - Invitation for competition.
  - Submission of Creative / Artwork.
  - Shortlisting of agencies based on Artwork.
  - Visit to office setup of shortlisted agencies.
  - Presentation by shortlisted agencies.
  - Final selection and notification by PID.
- Principal Information Officer (PIO) or his designated officer will issue instructions on the procedure and appointment of advertising agencies to PID regional offices time to time to ensure transparency and merit.
- The initial invitation to advertising agencies by department/organization will be for presentation of concepts and copies, sketches, preliminary designs, story boards and scripts based on which, short listing of agencies will be done and the short-listed agencies will be invited for a final presentation based on actual artwork.
- The Selection Committee shall consist of three members including a senior level representative of PID, a representative of the concerned department and an external media expert. PID shall maintain a pool of external media experts in respective fields, the concerned department shall pay an honorarium to the external media expert.
- The period of appointment of the selected agencies shall preferably be for two years. This shall not, however, be extendable beyond two years except with the approval of PID, which may allow such extension for maximum period of six months only.
- All public sector departments and organizations will take immediate steps to hold required competition for selection and appointment of advertising agencies.
- PID reserves the right to decrease or increase the number of advertising agencies on panel of Ministries/Department in view of the quantum of work / business.
- Federal Government Departments / Organizations shall ensure equitable distribution of business among the advertising agencies.

## ELIGIBILITY CRITERIA FOR ENLISTMENT OF ADVERTISING AGENCIES

All the advertising agencies must fulfill the following requirements prior to their enlistment with the PID, Islamabad or PID Regional Offices

- Must be registered with the Securities & Exchange Commission of Pakistan (SECP) under Companies Act for at least one year.
- Agency should have a complete organizational structure to cater for designing/printing and having specialized/qualified professionals with adequate experience in dealing with advertisements/ public relations/ media.
- The advertising agency should have office in Islamabad and at least in one metropolitan city.
- The advertising agency at the time of application shall submit a clear request addressed to the Principal Information Officer (PIO) PID, Islamabad or PID, Regional Information Offices (RIOs) on company letterhead clearly indicating desired station of enlistment along with all of the following details

Details of head office and sub-offices along with proof of address(es)
Complete Agency Profile
Details of the authorized contact person(s)
Details of all the employees of the company along with designation & professional qualification in following breakup Creative Client Service/marketing Support staff Total
NTN number
SECP registration
Date of establishment
Client Details Public Sector Private Sector

- In case of submission of application to the RIO, the RIO shall forward the case to PID, Islamabad along with its clear recommendations, if the advertising agency has not been blacklisted or otherwise.

- The agency must submit an affidavit on Stamp Paper indicating that it has not been blacklisted by any Ministry/Division/Government Department/ Government Organization or Federal /any Provincial Government and also submit a non-collusion certificate.
- The Agency must adhere to the PID Guidelines / Instructions and in case of any violation, PID reserves the right to either suspend / blacklist or delist the advertising agency at any point in time.
- Agencies failing to participate in six consecutive competitions would be deemed inactive and are required to apply for re-enlistment with PID.
- All advertising agencies are required to submit their balance sheets and audited accounts by authorized certified Accountant, every year.



## CINEMA

- Government display and awareness campaigns and TVCs shall be issued to cinemas which are registered with the Central Board of Film Censors (CBFC). All cinema advertisements shall be issued by Press Information Department (PID), through advertising agencies.
- PID shall finalize the media plan keeping in view the budget provision, target audience and maximum impact.
- PID shall approve the publicity campaigns including number of spots, time slot, and consideration for regional language films.
- PID shall be authorized to include, remove or hold in abeyance any advertisement released to any cinema in the publicity plan.
- CBFC/DEMP will verify the aired cinema commercials, in coordination with the Regional Information Offices of PID as per the release order issued by PID.
- All Federal Government Bodies/ Clients / Departments/ Organizations shall ensure availability of adequate funds prior to release of any cinema campaign on the prescribed pattern.
- The rates for cinema advertisement will be applicable as prescribed from time to time.
- Advertisement Rate Fixation Committee shall approve the rates for Cinema commercials on recommendation of OIC.

## OUTDOOR

- Outdoor advertisement will be issued through PID.
- PID shall finalize the media plan keeping in view the budget provision, target audience and maximum impact. The recommendation of the Federal Government Bodies / Sponsoring Clients / Departments/ Organizations will be given due consideration.
- SMD installed at prominent places or intersections may be considered for Advertisement.
- Screens shall be categorized in to A, B, C and advertising rates should be decided as per size and location of screen. Rate list of Screens should be fixed.
- Advertising Agencies shall provide photographic / visual evidence for the outdoor advertisement campaigns for purpose of verification.
- Advertisement on these screens should be released through registered advertising agencies after approval from PID.
- Agencies are liable to make content and get approval from concerned department before submitting the release order in PID.

# DIGITAL

## Scope of Digital Media Advertisement:

- Implementation of Digital Media Advertising and Digital Marketing Communication to promote and disseminate message of Government of Pakistan through Ministry of Information & Broadcasting.
- Implementation of Digital Media campaigns relating to initiatives taken by the Government and important events of national and international significance. The Government of Pakistan will decide the themes of the campaigns through the Ministry of Information and Broadcasting.
- Nothing in contradiction with the existing advertising mechanism of PID/Ministry of Information & Broadcasting.

## APPLICABILITY OF DIGITAL MEDIA ADVERTISEMENT RATES:

The proposed mechanism shall be applicable on all Government Ministries, Departments, Divisions, Autonomous or Semi-Autonomous bodies for placement of their advertisements on Websites, News Websites of both types; Online newspapers and/ or portals of existing newspapers that are digitally updated editions and are NOT replica/scanned versions of Digital Media Wing / PID.

However, only those News Websites and/ or portals will be entitled for Government Digital Media advertisements which are enlisted with Press Information Department/Cyber Wing upon fulfilment of the following criteria for enlistment.

- All websites must provide access to DMW/ Cyber Wing for monitoring Google Analytics data. For the purpose, Cyber Wing will provide a specified email address to all websites. (The overall monitoring and tracking system to be placed in PID/Digital Media Wing).
- Verification of Web Traffic to be made by Digital Media Wing/Cyber Wing.
- The website may be owned and operated by Newspapers/ TV Channels/ Professionals in Pakistan, registered with MOIB.
- Websites repugnant to Article 19 of the constitution of Pakistan will be removed from PID list for online advertisement after thorough investigation by content committee and approval of the competent authority.
- The Digital Advertisement Agencies and web portals registered with Ministry of Information and Broadcasting / PID shall be given preference.

## ENLISTMENT OF WEBSITES:

Sr. No	Activity/ Category	Description
01	A website eligible for Government online advertisement	Must have minimum of 100,000 visits per month.
02	For websites, news / newspapers/ satellite TV channels websites the rate will be calculated on CPM (Cost per thousand impressions and as per the systematic ranking	Minimum CPM - PKR 100. (Increased rates will only be accepted sub ect to website ranking mechanism)
03	The Ad rates will be assessed on size, position and placement of the advertisement displayed on the particular website in addition to its brand value.	As mentioned below
04	Sponsored Articles	Article/Content, up to 400 Words, 10 Pictures and minimum 02 Videos (Rates to be determined by CRU Based on Rating).
05	Review of enlisted website traffic will be undertaken before and after the campaign by MoIB/PID.	Google Analytics Access needs to be given to DMW/Cyber Wing.
06	The bills/invoices of advertisements placed on the websites must be accompanied by certification from Digital Media Wing/Cyber Wing.	

\* (Size, Duration and Position Chart) Subject to quarterly review of Content Review Unit (CRU).

- Established office in Pakistan in any of Metropolitan Cities
- Must have:
  - A website, LinkedIn profile, Facebook and Twitter presence
  - Digital Marketing /SEO Specialists
  - Digital content specialists
  - Online Research associates
- Provide Clientele list of handling Digital Advertising Business
- Adequate Financial liquidity to handle Advertisements/ campaigns
- Any Internationally recognized Certifications or enterprise subscriptions for online tools
- will be given advantage (Google Ad word, Hootsuite, Meltwater etc.)
- A valid NTN must be provided
- A minimum of 2-3 years of experience in Exclusive Digital Advertising including major platforms (Facebook, Twitter, YouTube, Google Ad word, Websites etc.)

## CRITERIA FOR RELEASE OF DIGITAL ADVERTISEMENTS ON PID REGISTERED WEBSITES:

- All ads and sponsored articles to be released by Press Information Department through enlisted Digital Advertisement Agencies.
- For all display/video digital advertisement campaigns, an open competition shall be called for the selection of advertisement agencies.
- Varied sizes and criteria for Online positioning and placement of the advertisement is listed below (may be re adjusted as per the mobile screen/ tabs and other handy gadgets:

Sr. No	Size	Position	Duration	Rates
1	300 x 250	Medium Rectangle	Per Impression	Rates will be charged as per the systematic ranking of the website
2	468 x 60	Full Banner	Per Impression	
3	728 x 90	Leaderboard	Per Impression	
4	336 x 280	Square	Per Impression	
5	160 x 600	Skyscraper or Blockroad	Per Day	
6	120 x 600	Skyscraper or Blockroad	Per Day	
7	120 x 600	Small Skyscraper	Per Day Impressions	
8	240 x 240	Fat Skyscraper	Per Day Impressions	

- MOIB through Press Information Department / Cyber Wing will maintain and update the list of News Websites and/ or portals and/ or subsequent any other new media platform(s) and release the advertisement in category-wise allocations as given below based on daily visitors
- English, Urdu and a separate head of regional languages must be considered in dissemination of the messages / Federal Government advertisements online.
- 5% quota for regional websites (ONLY IN REGIONAL LANGUAGES OR DULY SUPPORTED FORMATS) to be specified.
- The distribution of advertisement will further be based on audience and regional specification/reach of the News Websites and/ or portals.
- In case of any violation by the enlisted Digital Advertising Agency, PID may be authorized to black list/ suspend or delist the Digital Media Advertising Agency from the Federal Government at any point in time.
- News Websites and/or portals will have to guarantee a minimum viewership on their sponsored articles within 48 hours of posting and in case the minimum viewership is not met, they will have to post additional articles till the minimum viewership guaranteed is reached to ensure payment.

- The advertisements will be given on calculated share/ performance matrix given below

Sr. No	Website Monitoring Parameters	Percentages (%)
1	Ranking as per Google Analytics	30%
2	Ranking as per Alexa or any other established online ranking platform	20%
3	Per day average website traffic for last one year	20 %
4	Significance to Public Interest	20 %
5	Accessibility of the website (UI Design, Mobile compatibility)	10 %

## CONTENT COMMITTEE:

- A content committee shall be formed for checking and ensuring the quality of content produced for campaigns and digital advertisements.
- The committee will also be responsible for approving campaigns and shortlisting agencies/influencers for campaigns.
- It may also identify key government initiatives and devise complete digital media strategy in collaboration with client. e.g. (Kashmir Day, Independence Day, Defence Day).
- The content committee will have following composition
  - PIO, PID will be the head of Committee.
  - DG Cyber Wing.
  - Head of DMW.
  - One representative of the client Ministry/Department.
  - Two Co-opted members from MOIB (well versed in Digital Media)
- Only those websites or social media pages will be entitled for government advertisements which are approved by PID/Cyber Wing and adhere to the Article 19 of Constitution of Islamic Republic of Pakistan.

## BILLING:

- The payable charges will include the original budget allocated for the campaign with additional 15% (maximum) service charges for the Advertising/ Digital Agency/ Digital Publishers/ Influencers.
- The website shall submit its bills directly or through an advertising agency with third party server data to DMW/PID and must contain following details
  - Name of Campaign
  - Date/s of Campaign
  - Number of Impressions Promised
  - Ad Location
  - Ad Size & Format
  - Number of Impressions Obtained
  - Engagements
  - Outreach
- MOIB should consult Ministry of Finance/AGPR for provisioning of Debit Cards for Online Payments.

Note: Other globally recognized social mediums will be paid on real-time basis duly supported with original invoice from the Social media platform (Facebook, Twitter, YouTube, Google, Adword, Instagram etc).

## REGISTRATION AND ADVERTISING MECHANISM FOR INFLUENCERS/ BLOGGERS/ V-LOGGERS:

- Minimum following of 35000 people.
- Have been active on the profile for at least 18 months prior to registering.
- Have worked with at least 2 MNCs or Government agencies in the last 12 months.
- Rates will be determined by the Content Committee.



## CRITERIA OF VIDEO PACKAGE FOR INFLUENCERS:

- Video package includes production/dissemination and outreach of campaign material.
- Influencer needs to ensure viewership of half the amount of total number of subscribers within 2 weeks of the publishing of the content.

For example If a creator has 500,000 subscribers, they have to ensure viewership of 250,000 within 2 weeks. Creator can use media buying to reach the stipulated amount of viewership.

- If required number of views are not reached, creator will not be paid unless another package is delivered to ensure aggregated number of views to reach the required KPIs.

**Note:** Only original content production is acceptable including audios & visuals.

No copyrighted material can be used in any of the content production.

Instagram Influencers Instagram	Pricing
Stories (for minimum 3 stories, in one-month	1/3 of the total number of subscribers.
Posts (for minimum 8 posts in one-month	1/2 of the total number of subscribers.

## BILLING:

- The Influencers/ Bloggers/ V-loggers shall provide active bank account number with valid NTN number for direct payment.

Ads on Social Media Platforms:

Social Platforms including but not limited to the following will be used for digital advertisements

- i) Facebook
- ii) Twitter
- iii) YouTube and other video streaming sites
- iv) Instagram

## DEFINITIONS/TERMS:

- **Internet Newspapers or Online Newspaper or News Websites** is used for any website dedicated for generating news content with no association with an existing printed newspaper.
- **E-paper or E-Newspaper**, or electronic paper are terms different from Internet newspapers and are used for a "digital edition" and/or a 'replica or scanned format' of a printed newspaper accessed via the Internet. E-newspaper are associated with an existing newspaper in print.
- **"Digital marketing communication"** refer to marketing communication that uses digital interactive media to deliver promotional advertising messages to consumers/audiences with the objective to promote initiatives/products and services, or to influence behavior of people.
- **"Social media"** refers to mobile, digital and online platforms that allow the creation and exchange of user-generated content by individuals, communities and corporations. Users create and propagate content and engage on such platforms.
- **Digital Advertisement Agency** is an advertising agency that brings graphic design and copywriting together with new technology and modern marketing techniques. That may include standalone digital ad/marketing agency or any other advertisement agency with designated digital media facility.
- **Run of Site (ROS):** means that a banner or other type of online advertisement can appear on any page, and usually in any open placement, of a particular website.