



GOVERNMENT OF KHYBER PAKHTUNKHWA INFORMATION & PUBLIC RELATIONS DEPARTMENT

No. SO(B&A)/INF/5-3/2016-17/Advt:
Dated Peshawar, the 27th March, 2018

NOTIFICATION:

Subject: KHYBER PAKHTUNKHWA ADVERTISEMENT POLICY 2018

In pursuance of the Establishment Department letter No.SOC(E&AD)27-30/2017 dated 30-11-2017, and in the supersession of Information Department letter No. SO(B&A)INF/9-9/99/Advt Policy/2009, dated 31-10-2009, the competent authority has been pleased to approve amendment in the Advertisement Policy allowing utilization of Social and Digital Media for running paid advertisements/campaigns by the Government.

1. DEFINITIONS OF NEWSPAPERS:

National Newspaper The newspapers which focus on national issues and national interests will be considered /classified as national newspapers. Such newspapers may appear from any metropolitan city of the country with wide spread circulation and readership throughout the country and abroad as well.

Provincial/Regional Newspapers are those newspapers which appear from the provincial capital and deal with issues of provincial/regional interest. Such newspapers should have circulation and readership throughout the province.

Local Newspapers. The newspapers which appear from a specific area like a Divisional or a District headquarter and its readership is confined to a specific area. These papers focus on local issues and problems of the people.

2. CLASSIFIED AND DISPLAY ADVERTISEMENTS:

A) CATEGORIZATION OF ADVERTISEMENTS:

Advertisements will be categorized as National, Provincial and Local as per value of the tenders and will be released to any newspapers which is on Federal and Provincial Media List.

B) DISTRIBUTION FORMULA OF ADVERTISEMENTS:

I) CLASSIFIED ADVERTISEMENT:

- a) Advertisement of works / purchases valuing upto Rs. One million will be given to one leading provincial newspaper and one local newspaper. Such advertisements will be released through the DGIPR Khyber Pakhtunkhwa/concerned Regional Information Offices as the case may be.

- b) An advertisement valuing between Rs. One (1) million to Rs. Three (3) million will be considered as provincial level and will be released to three (3) newspapers i.e. two provincial and one regional/local newspaper.
- c) An advertisement valuing between Rs. Three(3) million and Rs. Five (5) million will be considered as national advertisement and will be issued to four (4) newspapers keeping in view the requirement of sponsoring department and the target area.
- d) An advertisement having value above Rs. 5 million will be considered as national advertisements and will be issued to 5 newspapers i.e two national, two provincial and one regional newspaper keeping in view the requirement of the sponsoring department and target area.
- e) Classified advertisements shall be released to all newspapers meeting the following criteria:
 - 1. National/Regional newspapers maintaining a minimum circulation of 10,000 copies on daily basis.
 - 2. Publishing a minimum of 2 broadsheets i.e. 8 pages, out of which minimum 2 pages shall be published in 4 colour and having minimum twenty (20) employees.
 - 3. A local or district specific newspaper maintaining minimum 6 pages
One weekly colour magazine

II) **DISPLAY ADVERTISEMENT**

Display advertisements shall be released to all newspapers meeting the following criteria:

1. **National Newspapers**

- a. Maintaining a minimum daily circulation of 15,000 copies on daily basis.
- b. Publishing a minimum of 3 broadsheets i.e. 12 pages, out of which minimum 2 pages shall be published in 4 colour
- c. One weekly colour magazine
- d. Each such Newspaper must carry at least 70% photographs, handouts/press releases issued by DGIPR Khyber Pakhtunkhwa prominently and regularly.

2. **Regional Newspapers**

- a. Maintaining a minimum daily circulation of 10,000 copies on daily basis.
- b. Regional newspaper publishing a minimum of 2 broadsheets i.e. 8 pages, out of which minimum 2 pages shall be published in 4 colour and One weekly colour magazine and having minimum twenty (20) employees.

3. **District/Local Newspapers**

- a. District/Local newspaper publishing a minimum of 6 pages, out of which minimum 2 pages shall be published in 4 colour and having minimum ten (10) employees.

- b. Each such Newspaper must carry at least 80% photographs, handouts/press releases issued by DGIPR Khyber Pakhtunkhwa prominently and regularly.

3. BROADCASTING OF ADVERTISEMENTS THROUGH FM RADIO CHANNELS

Since the FM Radio has been established in the Directorate General of Information and Public Relations Khyber Pakhtunkhwa therefore radio spots shall be advertised/announced on departmentally operated FM Radio channels and other channels as deemed appropriate by Directorate General of Information and Public Relations as per Government approved tariff and all Government departments, project institutions and Government organizations shall make payment thereof accordingly.

4. WEB PROJECTION OF THE CLASSIFIED ADVERTISEMENTS:

All advertisements published in the press through DGIPR Khyber Pakhtunkhwa will be placed on the Khyber Pakhtunkhwa official web portal www.khyberpakhtunkhwa.gov.pk / www.dgipr.kpdata.gov.pk for dissemination of communication nation-wide and globally.

5. SCRUTINY COMMITTEE:

The media list of the newspapers will be reviewed by a committee in January and June each year to see whether the newspaper has maintained its standard. The Secretary Information will constitute a committee for the purpose comprising the following officers:-

Secretary Information Department	Chairman
Additional Secretary Information Department	Member
Representative of Finance Department	Member
Director General IPRs, Khyber Pakhtunkhwa	Member
Director Information, o/o DGIPR	Member
Deputy Director (Advt), o/o DGIPR	Member
Section Officer (B&A) Information Department	Member/Secretary

The committee will also review the arrears on account of advertisement charges against the sponsoring departments from time to time or as deemed necessary by the Chairman of the committee.

6. CRITERIA FOR INCLUSION OF NEWSPAPERS IN THE PROVINCIAL MEDIA LIST:

- i. The newspaper seeking inclusion in Provincial Media List shall provide registration certificate from the Press Registrar, Directorate General of Information and PRs Khyber Pakhtunkhwa.
- ii. **Circulation.** Daily newspapers published in Metropolitan city such as Peshawar should have a minimum circulation of 3000. Similarly newspaper published from small cities such as Abbottabad, Swat, Mardan, D.I Khan and other cities should have a minimum circulation of 2000.
- iii. **Regular Publication.** The newspaper should be published regularly and it should submit its copies regularly to the Directorate General of Information & Public Relations Khyber Pakhtunkhwa/ RIO concerned, as the case may be. Any newspaper found irregular will automatically stand disqualified from the Provincial Media List.

iv. **Minimum Pages.** To qualify for inclusion in the Provincial Media List, a newspaper should have the following number of pages mentioned against each category of newspaper:-

- | | |
|------------------------------------|----------------------------------|
| a. National newspaper | Minimum twelve (12) pages |
| b. Regional newspaper | Minimum eight (08) pages |
| c. District/local newspaper | Minimum six (06) pages |

7. GUIDELINES FOR THE ADVERTISING DEPARTMENTS/ORGANIZATIONS

- i. No advertisement will be issued directly to any newspaper by any department or their subordinate offices.
- ii. All departments and subordinate offices including autonomous and semi-autonomous bodies shall send their advertisements to the Directorate General of Information & PRs Khyber Pakhtunkhwa/Regional Information Offices as the case may be, for publication in the press 18 days in advance for observance of 14 days mandatory period as per General Financial Rules. However, in exceptional case of unforeseen emergency where the advertisement needs relaxation of the mandatory period, the advertising department will have to give justification for such emergency action.
- iii. Seven legible copies of advertisement English/Urdu versions preferably duly typed through Computer on **A-4 Size Paper** shall send to the DGIPR Khyber Pakhtunkhwa/Regional Information Offices as the case may be.
- iv. The Advertising Department can only mention the target area and not the names of the newspapers.
- v. The advertising department will confirm that necessary funds are available with the department to foot the bills of newspapers and other medium and payment will be made **within 60 days** of the receipt of the bills in the advertising department/office.
- vi. The advertising department should indicate the total cost of the job which will help **determining the number of newspapers** to which it should be issued.
- vii. Advertisement (Display) will not be issued to newspaper/other medium(s), the contents(s) of which, in the opinion of Government, have contained materials which are likely to incite communal passion, motivation violence or otherwise offend socially accepted conventions of public decency and morals.
- viii. Government Departments while sending their advertisements to the DGIPR Khyber Pakhtunkhwa / Regional Information Office as the case may be, shall consult relevant KPPRA Rules.

8 Television Commercials (TVCs):

A). TERMS AND CONDITIONS FOR REGISTRATION OF ADVERTISING AGENCIES

As per relevant rule of the Khyber Pakhtunkhwa Press, Newspapers, News Agencies and Books Registration Rules, 2017

**B). MECHANISM FOR APPROVAL OF TELEVISION COMMERCIALS (TVCs)/
OUTDOOR CAMPAIGNS ETC.**

As per relevant rule of the Khyber Pakhtunkhwa Press, Newspapers, News Agencies and Books Registration Rules, 2017.

C). STEERING COMMITTEE:

As per relevant rule of the Khyber Pakhtunkhwa Press, Newspapers, News Agencies and Books Registration Rules, 2017

9. OUTDOOR PUBLICITY:

A). BILL BOARDS/PANAFLEX/BANNERS/STREAMERS/PAMPHLETS:

The Directorate General of Information & PRs if and when deems necessary, may project/showcase the public welfare initiative and awareness campaigns on bill boards on rates as may be prescribed by Information Department.

B). Directorate General of Information will float an EOI in the print media for award of contract to successful bidder on such terms and conditions as may be prescribed by the Information Department.

C). An agreement to this effect will also be signed by DGIPR with the successful bidder on the terms and conditions as may be prescribed.

10. ADVERTISEMENTS ON WEBSITES/BLOGS ETC:

Keeping in view the rising trend of digital media, the advertisements on reforms initiatives /special campaigns of the Provincial Government Departments/Autonomous & Semi-Autonomous bodies will be released to Digital Media and payments will be made as per policy given below:

A). ENLISTMENT OF WEBSITES:

- 1 Only those websites will be entitled for government advertisements/communication through the committee as mentioned at para 13 of the policy.
- 2 The website should be operational for a continuous period of two years without any break under the same name & website address.
- 3 The website should maintain daily visitors as prescribed below:-
 - a. English websites 50,000/-
 - b. Urdu websites 100,000/-
- 4 The website must employ a third-party server for running ads. Websites may be required to provide access to campaign data during or after completion of the campaign.
- 5 Websites repugnant to article 19 of the Constitution of IR of Pakistan shall not be selected.

B). FIXATION OF RATES FOR WEBSITES:

1. Rates of the websites to be fixed on the basis of website traffic flow on cost per thousand impression (CPT/CPM) basis. For calculation the formulae shall be (CPM=No of Impressions/1000 multiplied by fixed rate)
2. Standard rate to be fixed at Rs.200/- CPM for the websites selected by DGIPR Khyber Pakhtunkhwa for homepages/landing pages.
3. For run of sight ads i.e. Ads on pages other than homepage, rates to be reduced by 25%
4. For rich media ads i.e. video ads, rates to be enhanced by 25% on total amount.
5. Following commonly recognized sizes may be accepted for advertisements as maintained by Interactive Advertising Bureau:
 - a. Leader boards (728 x 90 pixels)- Top or bottom of websites stretching across a page from end to end.
 - b. Super leader boards (970 x 90 pixels) – an expanded version of traditional leader board, approximately 33% wider than the standard leaderboard.
 - c. Medium/ Large rectangle (300 x 250 pixels and 336 x 280 pixels) – Box like ads often used between text and paragraphs.
 - d. For mobile browsers, leaderboard size shall be 320x100 pixels.
 - e. Non-standard dimensions as agreed on by the publisher and DGIPR Khyber Pakhtunkhwa.
6. Basic rate to be fixed for above mentioned sizes based on visibility / impact of position on viewers there is no sense of give costs on creatives it shall only be on number of impressions. The only factor to determine the cost shall be the number of impressions served not the creatives.
7. Suggested number of impressions for digital campaigns on Publishers' sites shall be calculated on the criteria i.e. the impressions served on per day shall be around 10% of total daily page views as given by Google Analytics.
8. The formula for the calculation of the rates shall be as under para 9(B)1 of the policy.
9. Advertisements shall be released by DGIPR Khyber Pakhtunkhwa either directly or through digital / advertising agencies as appointed by DGIPR Khyber Pakhtunkhwa

C). BILLING:

The website shall submit its bills through releasing Advertising Agency with third party server data to Directorate General of Information & PRs Khyber Pakhtunkhwa and must contain the following details:

Name of campaign:
 Date(s) of campaign:
 Number of impressions:
 Ad location:
 Ad size & format:

11. ADVERTISEMENTS ON SOCIAL MEDIA:

A). ENLISTMENT OF SOCIAL MEDIA PLATFORMS:

- 1 Social Platforms including but not limited to the following will be used for digital advertisements to be released by DGIPR Khyber Pakhtunkhwa:

- i. Facebook and or Instagram
 - ii. Twitter
 - iii. Google +
 - iv. YouTube and other video streaming sites.
- 2 Advertisement on Facebook shall include both Facebook Advertisements and 'boosting page' facility provided by Facebook.
 - 3 Other social platforms based on their reputation and user engagements can be considered if recommended by the Directorate General of Information & PRs Khyber Pakhtunkhwa.
 - 4 All campaigns shall be launched from the Social Networking Sites of the Directorate General of Information & PRs Khyber Pakhtunkhwa and or other sites maintained by the Provincial Government Departments.

B). FIXATION OF RATES FOR SOCIAL PLATFORMS:

- 1 The payable charges will include the original budget allocated by the Directorate General of Information & PRs Khyber Pakhtunkhwa for the campaign or cost incurred on required impressions served with additional **2%** (maximum) service charges for the Advertising/Digital Agency.
- 2 Service Charges of Advertising Agencies shall be revised after **6 months** (if need be).
- 3 The Advertising Agency shall submit the bill alongwith statistics of the campaign that shall include the total impressions bifurcated by demographics of target group.

12. MOBILE ADVERTISING CAMPAIGNS:

The Directorate General of Information & PRs Khyber Pakhtunkhwa may approach the cellular service providers directly or through appointed Advertising/Digital/Service Agencies.

A). ENLISTMENT OF MOBILE PHONE OPERATORS:

All Cellular Service Operators are eligible to run mobile advertising campaign(s) that includes SMS, Robocalls, IVR assisted messages and other means deemed necessary through which mobile phone users could be accessed provided that the Portal facility is provided for broadcasting SMS/Robocall etc., facilitating reach to the desired audience based on campaign specific target groups.

B) FIXATION OF RATES OF SMS/ROBOCALLS ETC:

- 1 Per SMS/Robocall etc. charges submitted by the service providers alongwith **2%** service charges for the Advertising/digital/Service providing Agency, however, if Directorate General of Information & PRs Khyber Pakhtunkhwa will be releasing directly with the Cellular Service Providers, the service charges will not be payable.
- 2 Service Charges of Advertising Agencies can be revised after **6 months** (if need be).
- 3 Advertising Agency shall submit the bill to Directorate General of Information & PRs Khyber Pakhtunkhwa alongwith original bills submitted by the Cellular Service Providers. However, if Directorate General of Information & PRs Khyber Pakhtunkhwa releases directly to the service provider, then all supporting documents required for verification of dissemination of communication shall be attached as support of expenses incurred.
- 4 Campaign statistics and other related documents clarifying the audit trail of the campaign shall also be furnished to Directorate General of Information & PRs Khyber Pakhtunkhwa alongwith the invoices.

13. ENLISTMENT OF DIGITAL ADVERTISING AGENCIES:

Only those digital/advertising agencies will be entitled for release of public sector advertisement that are enlisted with DGIPR Khyber Pakhtunkhwa and fulfill the following criteria:

- a) The agency is operational for a minimum period of one year.
- b) The agency has dispersed advertisement of minimum of Rs. 1,000,000/- in last 06 months.
- c) The agency has valid NTN and GST number.

14. TECHNICAL COMMITTEE FOR SELECTION, RECONFIRMATION OF WEBSITE STATISTICS, REVISION OF RATES AND SERVICE CHARGES OF ADVERTISING AGENCIES:

A technical committee comprising the following shall be notified by the Information & PRs Department which shall select, reconfirm the website statistics and service rates. The Committee shall also consider revision of service charges of Advertising Agencies for Social platforms and Mobile Advertising Campaigns through Mobile phone operators:

Secretary Information Department	Chairman
Director General, Information, Khyber Pakhtunkhwa	Member
Deputy Director (Advertisement), o/o DGIPR	Member
Deputy Director (I.T), o/o DGIPR	Member

The committee may co-opt any member from other Government Department on need-basis.

Sd-
SECRETARY
GOVERNMENT OF KHYBER PAKHTUNKHWA
INFORMATION AND PUBLIC RELATIONS
DEPARTMENT

Endst: Even No. and date:

Copy of the above is forwarded to the:-

- 1 All Administrative Secretaries, Government of Khyber Pakhtunkhwa.
- 2 Principal Secretary to Chief Minister, Khyber Pakhtunkhwa.
- 3 Secretary to Governor, Khyber Pakhtunkhwa
- 4 Director General, Information & PRs, Khyber Pakhtunkhwa
- 5 All Heads of Attached Departments, Khyber Pakhtunkhwa.
- 6 All Commissioners, Khyber Pakhtunkhwa.
- 7 All Regional Information Officers, Khyber Pakhtunkhwa for information and necessary action.
- 8 PS to Minister for Information, Khyber Pakhtunkhwa.
- 9 PS to Secretary Information & PRs Department.
- 10 Section Officer (cabinet) Establishment & Administration Department w/r to his letter No.SO(C)(E&AD)/27-30/2017 dated 30-11-17 for information.
- 11 Controller, Printing and Stationary Department for publication in the Government Gazette.

Section Officer (B&A)
Information & Public Relations
Government of Khyber Pakhtunkhwa