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No. 15(31)/2018-P-I
GOVERNMENT OF PAKISTAN
MINISTRY OF INFORMATION AND BROADCASTING

Islamabad, 13th May, 2020

NOTIFICATION

The competent authority has been pleased to approve the enclose SOPs for release of print and electronic advertisement and payment for Ministries/ Departments/ Organizations/ Autonomous Bodies etc.

(Athar Zeb Abbasi)
Deputy Director (P.I)
Tele: 9103558

The Manager,
Printing Corporation of Pakistan,
Karachi-5

Copy to:-

1. Secretary to the Prime Minister, PM's Office, Islamabad.
2. The Secretary, Establishment Division, Islamabad.
3. The Secretary, Cabinet Division, Islamabad.
4. The Secretary, Finance Division, Islamabad.
5. The Secretary, Law and Justice Division, Islamabad.
6. DMO, M/o Information & Broadcasting.
7. DSO, M/o Information & Broadcasting.
8. PS to Additional Secretary, M/o Information & Broadcasting.
9. All Media Chiefs/Wings of M/o I&B.
10. AGPR, Islamabad.
11. President, APNS.
12. President, CPNE.
13. President, PBA.
14. General File.

DDG-Advt-Dyn-49
Date-6/1/2020

PIO'S OFFICE
By. No. 3309
Dated 15-5-2020

9/18/5

DD(Advt-2)

(Athar Zeb Abbasi)
Deputy Director (P.I)
Tele: 9103558

SOPs for Release of Print and Electronic Advertisement and Payment

For Ministries/Departments/Organizations/Autonomous Bodies etc.

1. All Classified Advertisement emanating from all public sector organizations will be released directly to newspapers/publications by 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, Public Notices etc.
2. Display Advertisement will continue to be released by PID through advertising agencies. Display Advertisement includes advertisements to publicize some special initiatives, consisting of design element aimed at maximizing impact of the advertisement such as Launching/Inauguration announcement, Awareness campaign, Admission Notice etc. However, PID shall have final say in the categorization of an advertisement into classified or display.
3. Electronic Media Campaign shall be released by PID through advertising agencies just as in the case of Display Advertisement.
4. 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 in their Release Order as per prescribed format (**Annex-I**). AGPR may take appropriate action for ensuring payments against indicated budget allocation.
5. All advertisement to be published/aired in newspapers/publication/channel etc must reach PID, 3 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 CD/DVD.
6. The content/matter of classified advertisement along with logo/s must 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.
7. If the advertisement is required to be published in any language other than English, the translation in the required language (like Urdu, Punjabi, Sindhi, Pashto, Balochi etc.) is to be done and furnished by the client departments.
8. The prime responsibility of the content/matter of the advertisement rests with the ministries/departments/organizations/autonomous bodies etc issuing the Release Order.

9. Ministries/departments/organizations/autonomous bodies etc which require regular release of display advertisements and also having sufficient budget allocated for the said purpose shall be categorized by the Ministry of Information & Broadcasting for appointment of advertising agencies.

For Newspapers/ Publications etc

10. Three copies of Invoices, Release Order issued by PID, and newspaper carrying the advertisement must be submitted within one week of the publication of classified advertisement.
11. 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.
12. All newspapers/publications etc shall provide official email addresses to PID for the communication of the classified advertisement material along with the Release Order.
13. The responsibility of the design as per size and instructions conveyed by PID and the Sponsoring Department shall be on the newspapers/publications etc.
14. All newspapers/ publications etc must open their vendor numbers with respective AGPR Offices within 15 days.
15. The Newspapers must authorize their employee with due authority letter for submission of bills and collection of cheques on behalf of the publishers.

Payment of Advertisement Bills

16. In case of Classified Advertisement, payment will be made by the sponsoring ministries/departments/ organizations/autonomous bodies etc. directly to the newspapers as per invoice/amount verified by PID.
17. 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.

18. All payments for advertisements shall be made within 90 days of the date of publishing/airing. PID may suspend any ministry/department/organization/autonomous body etc. who defaults in payment of advertisement bills on time.
 19. Ministries/departments/organizations/autonomous bodies etc whose bills are not audited by AGPR, shall send copy of cheques issued in the name of newspapers/ publications/ channels etc and agency to PID, so that proper record can be maintained.
 20. 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.
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APPENDIX

PROFORMA FOR SENDING ADVERTISEMENT

Date: _____

Subject: _____

Please arrange the publication of above advertisement under classified columns of newspapers according to requirement specified below. The overall expenditure on this account may not exceed Rs.

Purpose _____

Language(s) _____

Region(s) _____

Date of Publication _____

No. of insertion(s) _____

Any special instruction(s) _____

It is certified that necessary funds within the sanctioned budget grant are available to meet the entire cost of this advertisement. After receiving of verified bills passed by PID, payment will be made within 15 days.

The expenditure is debitable against the budget grant of this Ministry/ Division/Department, under the head

Major Head _____

Minor Head _____

Demand No. _____

for the year _____

Signature _____

Designation _____

(PAO/Authorised Officer by PAO)

Telephone No _____