

Guidelines and Procedures 2024



FOR ADVERTISEMENT POLICY
2021 (AMENDED IN 2022)



PRESS INFORMATION DEPARTMENT
MINISTRY OF INFORMATION AND BROADCASTING
GOVERNMENT OF PAKISTAN

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**ADVERTISING
AGENCIES**

1. ADVERTISING AGENCIES

1.1. Procedure for Empanelment:

- 1.1.1 The Press Information Department (PID) shall concur the placement of a panel of minimum three and maximum of six advertising agencies at the disposal of each Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-autonomous, Corporation/ Authority and statutory body through a transparent competitive process from only amongst its enlisted advertising agencies, for a period of two years. However, on request of the concerned Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous Corporation/ Authority and statutory body etc. PID may allow increase/decrease in the number of advertising agencies on panel of Ministries/Department in view of the quantum of work / business.
- 1.1.2 All Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc. shall only utilize the services of such empaneled advertising agencies, concurred by PID at their disposal.
- 1.1.3 All the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall send a written request addressed to the Principal Information Officer, PID, Islamabad along with a brief of the nature and scope of the ministry/division/department etc. with name / designation of the focal person nominated for the empanelment process.
- 1.1.4 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall publish an Expression of Interest (EOI) for the empanelment amongst the enlisted advertising agencies with PID mentioning their requirements.
- 1.1.5 The secretarial support for the process of empanelment of advertising agencies shall be the responsibility of the concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc.
- 1.1.6 The Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall convene a meeting of the short-listing committee for scrutinizing and shortlisting of the interested advertising agencies on the basis of submitted profiles. The short-listing committee and criteria to short-list the advertising agencies is required to be developed in consultation with PID keeping in view the specialized requirements of the concerned ministry/division/department etc.
- 1.1.7 Subsequent upon shortlisting of the advertising agencies, a three member Selection Committee of the following composition shall be constituted and notified by the concerned Ministry/division/department etc:

Convener	Not below BS-19 or equivalent who shall also represent the concerned Federal Government Ministry/ Division/attached department/ Autonomous and Semi-autonomous Corporation/ Authority and statutory bodies in the selection committee.
Member	One representative of PID (Not below BS-17)
Member	One External Media Expert from amongst the existing pool shall be nominated by PID.

- 1.1.8 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall provide minutes of the Selection Committee's meeting along with original marking sheets duly signed by all the three members for obtaining final concurrence of PID.
- 1.1.9 In order to ensure timely completion of the selection process, the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall initiate the process of empanelment of advertising agencies at least 03 months prior to expiry of the term of empaneled advertising agencies.
- 1.1.10 Extension to the already empaneled advertising agencies for a period of not exceeding 03 months shall be allowed by the PID on written request by the Head of the concerned ministry/ division/ department etc. with proper justification and surety to complete the regular empanelment process within the extended time period.
- 1.1.11 Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous Corporation/ Authority and statutory body shall ensure equitable distribution of business among the empaneled advertising agencies.
- 1.1.12 In case of an emergency where no advertising agency is empaneled, Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/Authorities and statutory bodies shall contact PID with a brief to invite enlisted agencies for creative submissions. Agencies will share designs within the specified time and format. A three-member Selection Committee, including a PID representative, will select the artwork. This process applies only to the specific campaign. Entities must assure PID that they will promptly appoint advertising agencies to their panel for future needs.
- 1.1.13 In case of classified advertisement where there is no empaneled advertising agencies, Client Release Order (CRO) may be sent directly to Press Information Department (PID) without naming any advertising agency until the empanelment process has been completed at the earliest while PID may release the same through any advertising agency enlisted with PID ensuring equitable distribution of government advertising business.

1.2 Enlisting & Delisting

- 1.2.1 The Press Information Department or its Regional Information Offices (RIOs) subject to final concurrence from PID H/Qrs, Islamabad shall enlist, suspend, blacklist or delist any advertising agency on its pool.
- 1.2.2 Written application addressed to the Principal Information Officer/DG PID, Islamabad or Director Generals/ Heads of PID Regional Offices shall be submitted as per requirements for enlistment.
- 1.2.3 Any advertising agency applying for enlistment with PID must have at least 03 years of active professional experience within Pakistan.
- 1.2.4 If any foreign Advertising Agency intends to get enlisted with PID, it must either get itself registered with the relevant authorities or must enter into a joint venture with a local advertising agency which fulfils the criteria elaborated in these SOPs along with completing all codal formalities required under law of the land.

Requirements for Enlistment

1.2.5 The applicant advertising agency must register accordingly with the Securities & Exchange Commission of Pakistan (SECP) for at least 3 years under the Companies Act 2017.

1.2.6 The advertising agency shall fulfill and submit the following for enlistment with PID

- i. Detailed Profile including scope (Print, Electronic, Digital, Outdoor, Cinematic or Foreign Media)

* indicates mandatory submissions

- a. List of past clients and testimonials*
- b. Comprehensive reports of past public-sector campaigns, if any;
- c. Minimum 03 References/Recommendations from private/public sector clients*;
- d. NTN Number*;
- e. SECP Registration certificate*;

- ii. Financial Documents including;

- a. Balance sheets and duly audited accounts by authorized certified Accountant for past three years*;
- b. Liquidity Certificate demonstrating capability to run campaigns of any scale (especially for digital campaigns)*

- iii. Disclosures

- a. Non-collusion certificate/affidavit*;
- b. The agency must submit an affidavit on Stamp Paper affirming that it has never been blacklisted by any Federal or Provincial Ministry/Division/Department/ Organization etc.*;
- c. Any conflict of interests;

- iv. Value Added Services, if any

- v. Infrastructure

- a. Copy of lease agreement/ proof of address of office in Islamabad and/or provincial capitals*;
- b. Detailed organizational structure including specialized/qualified and experienced professionals that can cater to any mediums handled by applicant agency (Electronic, Print, Digital, Outdoor, Cinema, Foreign)*

- vi. For Digital enlistment the agency must submit documents outlined in the checklist at Annex-I. All other requirements and codal formalities for enlistment of advertising agencies shall also apply.

- 1.2.7 The submission of application to the PID for enlistment by any advertising agency shall not confer any right for enlistment. The PID shall have the authority to accept or reject any application for enlistment without assigning any reasons.
- 1.2.81 The enlisted advertising agency must adhere to the policies, rules, regulations, SOPs, guidelines and the law in vogue, in letter and spirit. In case of non-adherence or any violation, PID shall have the authority to suspend, blacklist or delist any enlisted advertising agency at any point in time.
- 1.2.9 An advertising agency already enlisted or applying for enlistment must not resort to pressure and coercive tactics influencing government officers/officials. Any advertising agency found to engage in such practices shall be liable to punitive action which may include suspension, blacklisting or delisting.
- 1.2.10 Any advertising agency found to be engaged in fraudulent practices or exhibiting unprofessionalism either through its work or the conduct of its employees with Press Information Department (PID) or upon the complaint received from the federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall render the agency to punitive action which may include suspension, blacklisting, delisting from the PID pool or removal from the panel of the complainant Ministry/ Division/ Department etc. EDG/PIO shall approve the aforementioned punitive action against such agency. The agency penalized in such instance shall have the right to appeal against the action taken by PID to the Secretary MoIB who may decide such appeal either by himself/herself or any committee constituted by him/her for such matters.
- 1.2.11 The advertising agency must ensure that the approved campaigns/ advertisement released by the sponsoring Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc are executed in accordance with the specifications/ requirements given in the Client Release Order (CRO). In case of non-compliance, errors and omissions in the content/ matter/ design of the released advertisement to the desired medium/s, the onus rests with the advertising agency, and is liable to punitive action.
- 1.2.12 The advertising agencies must submit an Integrity Bond affirming that no illegal/ unfair means are used for securing the campaign(s)/business.
- 1.2.13 The quality and error-free translation in the target language is the responsibility of the concerned advertising agency.
- 1.2.14 No advance payment, irrespective of the budget of the campaign, shall be made by the Federal Government for the execution of digital or outdoor campaign by ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.



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**RELEASE OF
ADVERTISEMENT**

2. RELEASE OF ADVERTISEMENTS

2.1. PRINT MEDIA

- 2.1.1 All **display/classified** advertisements emanating from the public sector organizations shall be released only to the newspapers/publications borne on Central Media List (CML) by the Press Information Department (PID) upon the request of federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.1.2 No public sector advertisement shall be released without obtaining a specific PID Tracking Number. No claims or invoices shall be considered eligible for payment that do not bear PID Tracking Number.
- 2.1.3 The PID Tracking Number shall be allocated by the Press Information Department HQ and its Regional Office(s) depending on the location of the sponsoring department/organization where the advertisement is emanating from.
- 2.1.4 Classified Advertisements include public notifications of routine character, consisting of plain text and logo such as Situation Vacant, Tender Notices and Public Notices etc whereas, the Display Advertisement includes advertisements to publicize special initiatives and programs consisting of design elements aimed at maximizing the impact of the message such as launching/inauguration announcements, public outreach and awareness campaigns, sectoral achievements and admission notices etc. However, PID shall be the final authority in the categorization of an advertisement into classified or display.
- 2.1.5 The regional quota 25 % shall be decided by PID, in addition to all advertisements releases emanating from federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. towards supporting regional media, languages and evolving media.
- 2.1.6 In case of classified advertisements, PID shall exercise 25% regional quota over and above of the total number of stations of the newspapers requested by the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. and in case of display advertisements for publications, the 25% quota will be made over and above of the total cost of the advertisement released.
- 2.1.7 For release of advertisement, the advertisement-sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall submit a written request addressed to the Director (Advertisements), Press Information Department along with final/approved advertisement, both, duly signed and stamped by an officer not below BS-17 or equivalent. The said written request by the sponsor shall be referred to as Client Release Order (CRO). (Annex-III)

- 2.1.8 Any instructions other than already specified in CRO limiting PID in performance of its mandate shall not be considered.
- 2.1.9 All advertisements to be published in newspapers/publication etc. must preferably reach PID at least 03 days prior to its desired publication date.
- 2.1.10 All federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall ensure that the request of advertisement is submitted to PID keeping the substantial availability of time in cases where there are specific deadlines. In case of unavailability of sufficient time and subsequent failure of publication of such advertisements, the responsibility shall rest with the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.1.11 In case of display advertisements, when the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. intend to release a campaign or a special supplement, the sponsor may suggest its publications preferences. However, the final authority to decide the publications for the display campaigns shall rest with the PID within the allocated budget ceiling provided by the sponsor.
- 2.1.12 In case of classified advertisements, the sponsoring federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall indicate budget allocation, language, region, periodicity of the publication and number of insertions without naming any newspaper in their client Release Order.
- 2.1.13 The prime responsibility of the content/matter of the advertisement rests with the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc which is issuing the Client Release Order.
- 2.1.14 It shall be binding on all national and regional publications to ensure that the advertisement released is printed in the respective language(s) of the publication unless otherwise required by the sponsoring organization.
- 2.1.15 PID may decline any request for release of advertisement on the basis of content, matter, deficiency or design contrary to the guidelines/ instructions issued from time to time.
- 2.1.16 All foreign print media advertisements of Federal Government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be released after obtaining NOC from External Publicity Wing, Ministry of Information & Broadcasting. The sponsoring Ministry/ Division must ensure that the advertisement is released after obtaining the quotations from all the empanelled agencies and preference shall be given to value for money. In case, where there is no empaneled agency(s) or the empanelled agencies regret to release international advertisement due to any reason, the matter shall be referred to PID.
- 2.1.17 PID shall hold the competition for selecting advertising agencies to execute foreign print media advertisement among the enlisted advertising agencies.

- 2.1.18 All Federal Government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc shall clear their advertisement dues within three months (90-days) of publishing/airing. In case of default, PID may suspend/stop the release of advertisements of the concerned client department until clearance of outstanding dues.
- 2.1.19 The advertisement must not be demanded by any publication as a matter of right. Any newspaper/publication canvassing for advertisement, pressurizing or coercing government officers officers/officials of PID or the sponsoring ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Central Media List (CML) etc. by the Ministry.
- 2.1.20 All publications shall communicate to Director (Advertisements), PID the name, address and picture of the marketing representative along with the appointment date and expiry date. PID will not consider any unauthorized individual or an individual representing more than one media house(s). Any fraudulent activity, misbehavior, or any other complaint against the marketing representative shall render the publication liable to punitive action (including suspension /removal from CML).
- 2.1.21 Classified Advertisement for Federal Government entities having advertising agencies on Panel: Client Release Order (CRO) shall be addressed to the Director (Advertisement), Press Information Department (PID), Benevolent Fund Building, Zero Point Islamabad, with a copy to one of the empaneled advertising agencies. The Agency shall design the classified/display (print, electronic, digital, cinematic & outdoor) advertisement and provide all necessary support services. PID shall amend/approve the media plan and upload the same on its official website. The concerned advertising agency shall strictly follow and execute the approved media plan as per the client department's requirements. The sponsoring departments must ensure judicious distribution of advertisements distribution among appointed/ empaneled advertising agencies.
- 2.1.22 Classified Advertisement for Federal Government entities having no advertising agencies on Panel: Client Release Order (CRO) shall be sent directly to Director (Advertisement), Press Information Department, Benevolent Fund Building, Islamabad, and the advertisement shall be released through an advertising agency enlisted with PID.

2.2 ELECTRONIC MEDIA

- 2.2.1 All public sector advertisements/campaigns to electronic media (TV/Radio) shall be released through advertising agencies only to channels borne on Electronic Media List (EML) after obtaining a specific PID tracking Number (EMN). Any claims or invoices without PID Electronic Media Number (EMN) shall not be entertained/ processed for payment.
- 2.2.2 In case of electronic media campaigns, PID shall make 25% additions of the regional/ evolving TV/ Radio Channels over and above the total cost of the campaign towards reaching out and enabling the masses through regional media/ languages and evolving media to maximize the number of beneficiaries of the announcements.

- 2.2.3 For release of electronic advertisement through PID, the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/Authorities and statutory bodies shall submit a written request addressed to the Director (Advertisements), Press Information Department alongwith final/approved campaign, both, duly signed and stamped by an officer not below the grade of BS-17. The said written request by the sponsor shall be called the Client Release Order (CRO) before the start of the campaign (Annex III). The approved TV/Radio commercial/advertisement may be emailed or provided on USB to PID along with the CRO.
- 2.2.4 The sponsoring ministries / divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. may suggest / its TV/Radio channels preferences. However, the final authority to finalize the channels / radio spots and time slot for the electronic media campaigns shall rest with the PID.
- 2.2.5 All sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall ensure timely submission of advertisement's request to PID. In cases where there are specific deadlines such as admission notices/ public notices and other important announcements, the advertisement must reach PID at least two days prior to the schedule of airing. In case of unavailability of substantial amount of time and failure of airing of such advertisements, the onus of responsibility shall rest with the sponsoring ministries / divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.
- 2.2.6 PID shall forward the approved/ final media plan upon release to the Directorate of Electronic Media and Publications (DEMP), MoIB for real-time tracking/ monitoring.
- 2.2.7 The advertising agency shall submit the claim bill to PID within 15 days after airing of the campaign.
- 2.2.8 PID may decline any request for release of advertisement on the basis of content, matter, deficiency or design contrary to the guidelines/ instructions issued from time to time.
- 2.2.9 All foreign electronic media advertisements of Federal Government ministries-/divisions/attached departments/ autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be released after obtaining NOC from External Publicity Wing, Ministry of Information & Broadcasting. The sponsoring Ministry/ Division must ensure that the advertisement is released after obtaining the quotations from all the empanelled agencies and preference shall be given to value for money. In case, where there is no empaneled agency(s) or the empanelled agencies regret to release international advertisement due to any reason, the matter shall be referred to PID.
- 2.2.10 PID shall hold the competition for selecting advertising agencies to execute foreign electronic media advertisement among the enlisted advertising agencies.
- 2.2.11 The advertisement must not be demanded by any channel as a matter of right. Any channel pressurizing or coercing the officers/ officials of PID or the sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Electronic Media List (EML) etc. by the Ministry.

- 2.2.12 All channels shall communicate to Director (Advertisements), PID the name, address and picture of the marketing representative along with the appointment date and expiry date. PID will not consider any unauthorized individual or an individual representing more than one media house(s). Any fraudulent activity, misbehavior, or any other complaint against the marketing representative shall render the channel liable to punitive action.
- 2.2.13 The rates for electronic media advertisement shall be applicable as prescribed by the **Advertisement Rate Fixation Committee** from time to time.
- 2.2.14 It shall be binding on all national and regional channel(s) to ensure that the advertisement released is aired in the respective language(s) of the channel unless otherwise required.
- 2.2.15 Voiceover/dubbing in the respective languages/mediums shall be the responsibility of the concerned advertising agency.

2.3 DIGITAL/SOCIAL MEDIA

Digital advertising is a dynamic and rapidly evolving field, necessitating continuous updates to policies and verification processes. This section outlines the standard operating procedures (SOPs) for digital advertising, ensuring alignment with technological advancements and market trends. While these SOPs cover many aspects of digital advertising, it is acknowledged that unforeseen and technical issues, such as disruptions in internet service or platform-specific challenges, may arise. In such instances, stakeholders are advised to direct their concerns to the Grievance Redressal Committee of M/o Information & Broadcasting for appropriate resolution.

- 2.3.1 Press Information Department will circulate the digital campaign requirements for the Ministry of Information and Broadcasting to all eligible enlisted agencies while other Federal ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall circulate digital campaign requirements to their eligible empaneled advertising agencies. In case none of the empaneled agencies is capable of executing the campaign, the same will be circulated among eligible enlisted agencies by PID, after obtaining NOC from the empaneled agencies of the sponsoring department.
- 2.3.2 A Content Committee, as notified by Sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc, shall conduct evaluation and selection of digital media strategy including content/artwork and digital media campaign plans.
- 2.3.3 Every Digital campaign will be initiated after issuance of unique ID (Campaign Number) by Press Information Department.
- 2.3.4 Subsequent to evaluation and selection by Content Committee, the approved and signed digital media plan shall be shared with PID and Centre for Digital Communication (erstwhile Cyber Wing) prior to execution of the campaign. The digital media campaign shall comprise of a robust digital strategy & execution plan which include:

- i. Name of Social media platforms targeted along with budgetary allocation and key metrics (booked/committed impressions, views, clicks, number of unique accounts to be used) along with specific geo-fencing specifications;
- ii. Duration of the campaign with component specific time-frame for achievement of impressions;
- iii. Google Campaigns (Display or Search) budget, placement strategy and targeting strategy;
- iv. In case of international publishers/platforms, selection of platforms and geo-targeting details must be mentioned;
- v. Digital Publishers and number of impressions promised;
- vi. Details of influencers used for PR, content creation, seeding and trending (channel/platforms, booked impressions/views, duration of trend) must be mentioned;
- vii. Value Added Services and FOC;
- viii. Name of sponsoring ministry / division/ attached department /autonomous and semi-autonomous corporation/authority and statutory body etc.;
- ix. Clear strategy must be provided for any other innovative digital placement.

- 2.3.5 Sponsoring Federal Government Divisions/ Departments/ Ministries/ Authorities/ Autonomous/ Semi-Autonomous / Corporations etc. will provide Client Release Order (CRO) to the Press Information Department, specifying the name of the agency, duly signed and stamped (by agency and sponsoring department) digital media plan & allocated budget to execute campaign.
- 2.3.6 PID may form a close social media communication group (preferably Whatsapp) for alignment, monitoring, execution, and subsequent verification. Stakeholders from CDC, sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. must be added for co-ordination. Executing advertising agency must share periodic pulse reports to allow for real-time monitoring and verification, as frequently as desired by any stakeholder.
- 2.3.7 In case of any restriction/limitation by any digital platform or digital publisher during release or approval of the campaign content, the advertising agency representative must immediately inform the designated focal person for re-allocation of the budget for smooth execution. Any reallocation must be approved before execution and usage on an alternate platform. The same must be communicated to all stakeholders present on the communication group for effective monitoring and evaluation.
- 2.3.8 The advertisement must not be demanded by any agency or digital publisher or live-streaming platform owner(s) or social media handler(s) or influencer(s) as a matter of right. Any digital platform or agency pressurizing or coercing the officers/ officials of PID or the sponsoring ministries/ divisions/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including suspension by Principal Information Officer (PIO) for three months or removal from Digital Media List (DML) etc. by the Ministry.



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- 2.3.9 The rates for digital media advertisement shall be based upon real-time platform-specific market rates by social media platforms corresponding to local currency and as determined by the Advertisement Rate Fixation Committee of M/o Information & Broadcasting.
- 2.3.10 The bills/ invoices for digital advertisements shall be processed by PID after technical verification (i.e. committed impressions as mentioned in signed and approved media plan) by the Centre for Digital Communication (erstwhile Cyber Wing).
- 2.3.11 Submission of campaign execution report shall have a covering checklist which is duly verified and stamped by executing advertising agency, PID, and CDC (Attached at Annex-III).
- 2.3.12 All payments will be made in Pak Rupees as committed in digital media strategy and all financial responsibility will be borne by the advertising agency in case of fluctuation in foreign currencies.
- 2.3.13 As per Advertisement Policy 2021 (as amended 2022), CDC (erstwhile Cyber Wing) is tasked with registering, maintaining, and updating the list of news websites, web portals, social/digital media platforms, influencers. PID may give preference to CDC's registered digital publishers/ portals/ social/digital media platforms, and influencers for disbursement of advertisement, if need arises.

Digital Publishers

- 2.3.14 Local Digital Publishers must meet the following eligibility criteria to be ensured by the advertising agency:
- Publisher must be accessible in Pakistan without necessitating usage of VPN or private networks
 - Minimum monthly traffic of 200,000 originating from within Pakistan
 - The website/portal/publisher must be integrated with Google Analytics for assessment of traffic/pageviews/users
 - Active on at least three social media platforms
- 2.3.15 Local Digital Publishers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee:

Tier	Monthly Traffic	Rate
A	5M+	TBD by Advertisement Rate Fixation Committee
B	1,250,000-5,000,000	TBD by Advertisement Rate Fixation Committee
C	750,000-1,250,000	TBD by Advertisement Rate Fixation Committee
D	500,000-750,000	TBD by Advertisement Rate Fixation Committee
E	200,000-500,000	TBD by Advertisement Rate Fixation Committee

- 2.3.16 Any Local Digital Publisher found to have manipulated Google Analytics ranking, web traffic statistics, serving reports and/or used unfair means to inflate numbers like usage of bots etc. shall be blacklisted.
- 2.3.17 Digital Publishers may include other prominent websites, ecommerce platforms, forums, blogs, entertainment platforms etc.
- 2.3.18 In the case of digital publishers, Google-aligned third-party verification services may be utilized to verify achieved number of impressions against promised number of impressions by the advertising agency.
- 2.3.19 The distribution of advertisement shall be further based on audience and regional specification/reach of the News Websites, publishers, and/or portals.
- 2.3.20 Advertising agency may use local/international advertisement network for video and banner advertisement distribution.
- 2.3.21 Scanned/PDF (only e-paper) versions of newspapers and e-paper websites are not considered digital publishers.

Influencers

- 2.3.22 Influencers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee:

Tier	Follower	Rate
Mega	1.0M and above	TBD by Advertisement Rate Fixation Committee
Macro	500K to 999K	TBD by Advertisement Rate Fixation Committee
General	100K to 499K	TBD by Advertisement Rate Fixation Committee
Micro	Above 50K	TBD by Advertisement Rate Fixation Committee

- 2.3.23 Any Influencer found to have manipulated ranking, web traffic statistics, and/or used unfair means to inflate numbers like usage of bots etc. shall be blacklisted.

2.4 OUTDOOR

- 2.4.1 All the advertising agencies enlisted with Press Information Department (PID) will be eligible for executing outdoor campaigns for the Federal Government.
- 2.4.2 All sponsoring ministries / divisions/ attached departments /autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall circulate their outdoor campaign requirements to all empaneled advertising agencies.
- 2.4.3 Every Outdoor campaign will be initiated after issuance of unique ID (Campaign Number) by Press Information Department. All the Federal Government Divisions/ Departments/ Ministries/ Authorities/ Autonomous/ Semi-Autonomous / Corporations etc require this unique ID to list their campaign for adequate verification from PID.

- 2.4.4 In case of when no advertising agency is empaneled, all Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall send a written request addressed to the Principal Information Officer/EDG PID, Islamabad along with a brief of the nature and scope of the ministry/division/department etc. with name / designation of the focal person nominated for the empanelment process.
- 2.4.5 Rates for outdoor advertisement shall be decided by the Advertisement Rate Fixation Committee.
- 2.4.6 The agency(s) will share the outdoor placement plan with PID prior to execution of the campaign including :
- i. Number and locations of static Billboards;
 - ii. Number and locations Digital Bill boards;
 - iii. Number and locations of Streamers;
 - iv. Comprehensive details of Event/Venue Branding Plan;
 - v. Press Information Department will provide Release Order (RO) to the enlisted agency specifying the name of the cities & allocated budget to execute Outdoor campaign in any specific area/s or across the country;
 - vi. Undertaking affidavit stating that the outdoor advertisement campaign shall be executed as per approved plan and in case of identification of fraudulent activity, executing advertising agency shall be held responsible, face barremment from further campaigns, and liable to legal action.

2.5 CINEMA

- 2.5.1 PID shall finalize the media plan keeping in view the budget provision, target audience and maximum impact.
- 2.5.2 PID shall approve the publicity campaigns including number of spots, time slot, and consideration for regional language films.
- 2.5.3 PID shall be authorized to include, remove or hold in abeyance any advertisement released to any cinema in the publicity plan.
- 2.5.4 All Federal Government Bodies/ Clients / Departments/ Organizations shall ensure availability of adequate funds prior to release of any cinema campaign on the prescribed pattern.
- 2.5.5 Advertisement Rate Fixation Committee shall approve the rates for Cinema commercials on recommendation of OIC.



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**BILLING/
INVOICING**

3. BILLING/ INVOICING AND PAYMENT PROCEDURE:

3.1 GENERAL PRINCIPLES

- 3.1.1 The bills / invoices submitted on account of display or classified advertisements published shall be duly verified by the PID and after due verification will be forwarded to the sponsoring ministry/department etc, for payment/issuance of sanction.
- 3.1.2 All newspapers/ publications/ channels/ media houses/ broadcasters/ etc. must open their vendor numbers accounts with the respective AGPR Offices/ sub-offices and provide the same to the PID.
- 3.1.3 Invoices for the classified advertisement, 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 directly to the newspapers/channels etc and 15% will be paid to advertising agency in terms of its commission, separately under intimation to the Press Information Department, Islamabad. All letters and cheques issued must be sent to the PID for record and onward handing over to the newspapers/channels etc.
- 3.1.4 Payments for all mediums of advertisements shall be made within 90 days of the date of publishing/airing.
- 3.1.5 PID may suspend Ministries /departments /organizations/ autonomous bodies etc. who default in payment of advertisement bills on time.
- 3.1.6 Ministries/departments/ organizations /autonomous bodies etc, whose bills are not audited by AGPR, shall share copies of cheques issued in the name of newspapers / publications/ channels etc, and agency to PID, so that proper record can be maintained.
- 3.1.7 Ministries/departments/organizations/autonomous bodies etc, whose bills are audited by AGPR must issue sanction letters to PID within 07 days after receipt of PID verified bill of advertisement.
- 3.1.8 All ministries/divisions/departments/autonomous bodies/semi-autonomous bodies etc. in light of Advertisement Policy, 2021 (Amended in 2022), duly verified by the Federal Cabinet, are bound to route all advertisements and subsequent bills through the PID. Accordingly, the AGPR shall not accept any bill/invoice that has not been verified by the PID.

3.2 PRINT ADVERTISEMENT

- 3.2.1 In case of Print media advertisements three sets of the following documents are required to be submitted in original:
 - i. Invoices as per the approved advertisement rates;
 - ii. Client Release Order (CRO) along with Media Plan;
 - iii. Departmental Release Order (DRO) issued by PID;
 - iv. Complete newspapers/ publications wherein the advertisement is published;

3.3 ELECTRONIC ADVERTISEMENT

- 3.3.1.1 In case of electronic media advertisements, invoice as per approved media plan and spot verification report from DEMP for subject campaign to be submitted.
- 3.3.1.2 Once the electronic campaign has been verified, the bill shall be processed by PID as per the due procedure.

3.4 DIGITAL ADVERTISEMENT

- 3.4.1 In case of Digital Media campaign, payments are made in advance to the digital platforms, publishers, influencers etc. by the advertising agency. Subsequently, bills are presented by the advertising agency after completion of the campaign for reimbursement. Hence in case of digital media, all the payments may be made 100% to advertising agencies (inclusive of service charges equivalent to 15% of media buying cost) after successfully fulfilling all codal formalities and any pre-requisite verifications by the Centre for Digital Communications (erstwhile Cyber Wing).
- 3.4.2 In case of Digital media advertisements, executing advertising agency must submit four sets of the following documents in original to PID: -
- i. Duly verified Invoice;
 - ii. Client Release Order along with Media Plan indicating targeted milestone, period/duration and name of campaigns;
 - iii. Comprehensive Digital Media Campaign Execution Report highlighting documentary proof (Screenshots/Reports/Printouts/ of social media platforms, and websites where the advertisement was run).
- 3.4.3 PID shall submit the Digital Media Campaign Execution Report to CDC for technical verification and subsequent provisioning of Digital Campaign Verification Report. In case of incomplete Digital Media Campaign Execution Report, the case may be returned to PID for re-submission along with the missing details. Lastly, in case advertising agencies are still unable to provide the requisite data/papers/documents etc, CDC may perform proportionate deductions during verification.
- 3.4.4 The digital media campaign execution report shall include a covering checklist (specimen attached at Annex-III) which shall be duly signed and stamped by Advertising Agency. Subsequently, it will be duly signed and stamped by PID and CDC (erstwhile Cyber Wing).
- 3.4.5 CDC shall furnish a response to the submission of Digital Media Campaign Execution Report within 05 working days. Subsequent to receiving Digital Campaign Verification Certificate from CDC, PID shall transmit the bills onward to the sponsoring ministry/department etc., for payment/issuance of sanction.

3.5 OUTDOOR ADVERTISEMENT

- 3.5.1 Upon successful execution, the advertising agency shall provide (three sets) detailed documentary proof along with invoices for the purpose of verification including:
- i. A Third-party (a company/agency registered with SECP) will provide Verification/Confirmation Report regarding the execution of outdoor placements in accordance with approval from Press Information Department.
 - ii. Authorization letter from the concerned district administration/municipality/cantonment board mentioning the locations and total number of static/digital billboards/streamers etc along with respective receipts of fees and taxes deposited.
 - iii. Outdoor media campaign execution report including individual photographs of billboards/digital billboards/ streamers with associated EXIF metadata specifying location, and time.
 - iv. In the case of digital billboards, real-time geo-tagged and time-stamped videos of digital billboards may be shared through close-communication group (preferably WhatsApp) showing individuals services for each component of the outdoor plan.
- 3.5.2 Once the outdoor campaign has been verified, the bill shall be processed by PID as per the due procedure.

3.6 CINEMA ADVERTISEMENT

- 3.6.1 The Federal and Provincial Central Board of Film Censors shall verify the screened cinema commercials.
- 3.6.2 Once the cinema campaign has been verified, the bill shall be processed by PID as per the due procedure.

Enlistment Checklist for Digital Advertising Agencies

***indicates mandatory submissions**

Sr.	Requirement	Submission	Remarks
1.	List of Enterprise subscription for relevant online monitoring tools (e.g. Synthesio, Talkwalker Hootsuite, Meltwater, etc.)*		
2.	Comprehensive reports of past public-sector digital campaigns, if any		
3.	List of at least 10 clients, project scope with evidence of service provision (contracts, ROs, POs) and 03 references/recommendations along with their contact details		
4.	NTN Number, Copy of Active Taxpayer status on ATL (FBR), and Excise & Taxation (Professional Tax Certificate for current FY)*		
5.	SECP Registration certificate*		
6.	Social Media Presence Report including list of all social media links and official website*		
7.	Capability of the advertising agencies to produce detailed impact Assessment, sentiment analysis, and data-driven decision making (tools and pre-requisite HR)*		
8.	Any Internationally recognized certification or awards		
9.	Copy of lease agreement/ Proof of address of office in Islamabad and/or provincial capitals*		
10.	Detailed organizational structure including specialized/qualified and experienced professionals that can cater to digital media handled by applicant agency *		
11.	Affidavit on Stamp Paper affirming that it has never been blacklisted by any Federal or Provincial Ministry/Division/Department/ Organization etc.*		
12.	Non-collusion certificate/affidavit*		
13.	Any other conflict of interests*		
14.	Liquidity Certificate demonstrating capability to run campaigns of any scale (especially for digital campaigns)*		
15.	Balance sheets and duly audited accounts by authorized certified Accountant for past three years*		