

GOVERNMENT OF PAKISTAN

COMMON SERVICES MANUAL

Volume-I

**PAKISTAN PUBLIC ADMINISTRATION RESEARCH CENTRE
MANAGEMENT SERVICES WING
CABINET DIVISION ISLAMABAD**

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CHAPTER 1

Advertisements

Centralization of the Advertisement Scheme

Sl. No. 1:

The advertisements of the Federal Ministries/Departments/Organizations as well as Autonomous and Semi-Autonomous Bodies under their control are centralized with the Ministry of Information and Broadcasting. This scheme of Centralization of Advertisement was introduced in July,1966 and provided for the release of all newspaper advertisements (both classified and display) emanating from Ministries/Divisions/Departments/Autonomous Organizations and Statutory Bodies under the control of the Federal Government through Press Information Department, an Attached Department of the Ministry of Information and Broadcasting. Later, the Cabinet decided to bring out taken-over industries as well as Nationalized Banks within the fold of the said scheme.

Attention in this connection is invited to the Ministry of Information and Broadcasting letters No. 3(1) 64-DSA, dated 11-03-1964 (Annexure-I) & No. 7(38)/62-11. dated 20-11-1964 (Annexure-II).

Annexure I

(Copy of Ministry of information & Broadcasting O.M. No. 3(1) 64-DSA, dated 11th March, 1964).

Arrangements for the centralized release of "display" advertisements have always existed with the Department of Films and Publications under Information and Broadcasting Division, which had succeeded to the functions of the Advertising

Consultant to the late Government of India. In August, 1950, following a Cabinet decision, all "classified" advertisements of Ministries/Departments located in Karachi, too, were centralized with the Department of Films and Publications. However, in spite of repeated reminders issued by the Information and Broadcasting Division, deviations from the approved procedure have continued and it is noticed that full Advantage is not taken by Government departments of arrangements for "classified" releases or "display" advertising service with which the Department of Films and Publications was charged.

2. The entire advertising policy was reconsidered at the National Publicity Conference held recently at Rawalpindi, under the Chairmanship of the President of Pakistan and attended, among others, by the two Provincial Governors and the Central Ministers of Finance, Education and Information, when the Government policy to centralize all advertising was re-affirmed. A Central Advertising Board has been set up which will henceforth direct the media selection and deal with all other matters relating to advertisements. The Board will report to the President on all policy matters and is constituted as follows:—

- 1) Central Information Minister,
- 2) Principal Secretary to the President,
- 3) Secretary, Home' Affairs,
- 4) Secretary, Information and Broadcasting.

3. The Board is actively considering the proposal to establish a National Advertising Corporation which will be equipped to handle all advertising of the Central Departments as well as the statutory and autonomous institutions. Meanwhile, the arrangements existing in the Department of Films and Publications to provide these services are to continue. In order to remove any doubts as to the competence of the Department of Films and Publications to handle Government advertising, the Cabinet Division have recently issued an amendment to

the Rules of Business by order of the President of Pakistan. Cabinet Division's Notification No. 104/1/64-Min., dated the 21st February, 1964, refers on the subject (not included).

4. In pursuance of the decision of the National Publicity Conference referred to above, the following directives are now issued for strict compliance by Central Divisions/Departments and their attached offices:

(a) All Government "classified" advertisements issued by a Central Office situated in Karachi or its suburbs should invariably be released through the advertising Branch of the Department of Films and Publications. Classified Advertisements released at places other than Karachi may be issued direct subject to any directive in regard to media selection that may be issued by the Department of Films and Publications under the direction of the Central Board. Expenditure on such advertisements should be notified to Department of Films and Publications in the proforma attached for scrutiny by the Board in such manner as may be prescribed.

(b) All "display" advertisements of any Central Government Department situated anywhere should be similarly released through the Department of Films and Publications, who will arrange for the preparation of designs and provide other technical assistance necessary for the purpose.

(c) A centralized media selection for all such advertisements shall be made under the guidance of the Central Advertising Board. Due consideration will be given by Department of Films and Publications to the recommendations of the sponsoring authority as to region, language or limit of cost. The sponsoring authorities would not, however, specify any particular newspapers.

(d) The Ministries/Departments sponsoring the advertisements will declare with every requisition for a classified or display release or any other advertising job that:

(i) the necessary funds are available for it; and

(ii) payment will be promptly made on receipt of the bills from the Department of Films and Publications.

(e) Any expenditure incurred by any Department in contravention of above directives will not be a valid charge on Government funds. Separate instructions in this behalf are being issued through the Ministry of Finance to all concerned.

5. The Ministry of Defence, etc., are requested to convey these directives to the Departments under their control for strict compliance with immediate effect.

Annexure II

(Copy of Letter No. 7(38)162-11, dated the 20th November, 1964).

Further to Ministry of Information and Broadcasting O.M. No. 7(36)/64- P11, dated 15th August, 1964 to remind all concerned that pending the creation of a full-fledged Central Advertising Agency, the Department of Films and Publications is to provide the necessary service in connection with display advertising to the Departments as well as the Statutory and Autonomous bodies under the control of the Central Government in addition to releasing the classified advertisements.

2. Casual display advertisements should be directly handled by the Department of Films and Publications in the same way as classified advertisements, which have to be released within 24 hours of their receipt in that Department. As regards the regular display Press campaigns, however, the services of commercial Advertising Agencies will have to be engaged. The procedure will be as follows :—

(i) The sponsoring Departments/Organisations will indicate their requirements to DFP who will invite designs on a competitive

basis from the approved advertising agencies in accordance with briefings issued with the approval of the sponsors. The merit of the work of each agency will be judged jointly by DFP and the sponsors and the selected designs will be released through the agency concerned or any agency may be appointed for a fixed period to handle the campaign. The designs actually released will carry the final approval of the sponsoring Department/Organization and DFP will defer to their publicity targets. The broad division will be that the Departments/Organisations will have the final say vis-a-vis publicity targets and DFP will prescribe the technique.

(ii) The media list will be prepared by DFP within the limit of cost prescribed by the sponsoring authority. No Department may place a direct order with an agency for the release of an advertisement.

(iii) The bills received from the newspapers/agencies will be scrutinized by DFP and forwarded to the Department concerned with their recommendation for early settlement.

(iv) Since display campaigns can be conveniently planned in advance the sponsoring department/organization may prepare periodical programmes, in consultation with DFP. The budgetary allocation for different media like the Press, outdoor display, printed material etc, should be made with the approval of the J.S. and Director General, Public Relations, Ministry of Information and Broadcasting.

(v) The advertising of the Statutory or Autonomous bodies who have appointed commercial agencies of their choice to conduct their campaigns, will continue to be handled by those agencies, for the time being, subject to approval of media by DFP. However, the contracts with any agency may not be extended without the approval of the Information and Broadcasting Ministry.

(vi) Should there be a difference of opinion between DFP and the sponsoring department/organisation on any issue, the matter shall be referred to Information and Broadcasting Ministry for decision.

3. The Ministry of Finance are requested kindly to bring the above instructions to the notice of all Ministries/Divisions of the Central Government and Statutory and Autonomous bodies under their control for strict followance in future.

Sl. No. 2:

The Cabinet has decided to bring taken-over industries as well as nationalized banks within the fold of the "Centralization of Advertisement Scheme". Under this scheme, all newspaper advertisements, both classified and display, have to be routed through the Press Information Department. As a result of this decision, all Government Departments, Autonomous or Semi-Autonomous Bodies, without any exception, shall have to route their advertisements to the Press through the Press Information Department at Islamabad and its Regional Offices at Lahore, Karachi, Hyderabad, Peshawar, Quetta and Gilgit.

2. The Government has taken this decision to promote the interests of the regional papers which do not normally get their due share of advertisements particularly from those emanating from the taken-over industries and the nationalised banks.

3. Under the existing procedure, classified advertisements like 'situation vacant' and tender notice are released directly to newspapers by PID, Rawalpindi, and its regional offices at Karachi, Lahore, Peshawar and Quetta. The display advertisements, which involve designing and illustrations in addition to lettering/copy, are released through Advertising Agencies accredited to APNS and enlisted with PID.

4. On receiving a requisition from the sponsoring organization for the placement of an advertisement, PID approves newspapers for its publication, keeping in view the special requirements of the sponsoring Ministry/ Department/Organization, e.g. the circulation and the ability of the news-paper to reach the advertising targets. Under the

Centralization Scheme, sponsoring Departments/Organizations are not required to name the papers but only to specify the target area, the region and the language of the news-papers/periodicals in which they wish to advertise. This procedure is again aimed at safeguarding the interest of the Regional Press.

5. It is requested that instructions may be issued to all authorities administrative control of Ministries/Divisions including corporations, autonomous bodies, semi-autonomous bodies etc., under intimation to the Ministry of I & B and PID, to strictly abide by Government instructions and leave the selection of newspapers to PID in consistence with the advertising policy determined by the Ministry of Information and Broadcasting from time to time, and that while sending material for advertisement to PID they should specify only the language, the region, the periodicity of the publication and the number of insertions desired. The PID and its regional offices while finalizing the media list will no doubt ensure that the interest of the client Department/ Organizations is duly protected. If the client proposes a media list to meet its commercial requirements, efforts would be made by the Press Information Department and its regional offices to accommodate the suggestions as far as possible. However, the regional Press should always be included in all major advertising campaigns.

6. The present practice of releasing the media list for display advertisements by the sponsoring Departments/Organisations direct to the Advertising Agencies leads to a number of complications and leaves practically no scope for any adjustment. All concerned may, therefore, also be advised that media lists must be routed through PID so that suitable amendments can be made in them in accordance with Government policy. of the Press Information Department/Ministry of Information and Broadcasting should always be associated with the selection of Advertising Agency by the Ministries/Divisions, including the Defence forces as laid down in the procedure for the selection of Advertising Agencies. Too much concentration of Government

Advertising business in the hands of a few Advertising Agencies leads to monopolistic tendencies and needs to be discouraged.

7. The PID staff is being strengthened to cope with the additional-work. Very soon the new organizations that have come under the fold of the Centralization of Advertisement Scheme will be informed of the date from which they should start sending their advertisement through PID.

8. All concerned may be advised to intimate their overall requirement for publicity in the newspapers and periodicals, the budgetary allocation, and the names of the advertising agency at Present handling their display campaigns. The advertisement rates at present being allowed by the Government Departments, Autonomous or Semi-Autonomous Bodies, taken over industries and the nation-allied banks may also be intimated to the Press Information Department.

[Authority.—Ministry of Information and Broadcasting's letter No. 11(48)177-P1W dated 4-5-1980].

Type of Advertisement and Procedure of their release

Sl. No. 3:

(A) Classified Advertisements:

These include notifications of a routine character such as 'Situations Vacant; Tender Notices,' etc. usually inserted under classified column heads of newspapers in a uniform type. They are charged at a rate calculated per line or according to the number of words of the actual space consumed. No caption or any other kind of display is allowed in these advertisements except that line(s) inserted in capital letters may be charged at double the rate. Very often routine classified notices are issued as display advertisements at the request of the sponsoring departments if they contain matter (e.g. schedules etc.)

which cannot be accommodated in the classified column. They too should be treated as classified advertisements.

(B) Display Advertisements

2. Advertisements printed close to reading matter, often with some special designing and usually by blocks or mats come under this category. For regular Display Press Campaigns the services of commercial advertising agencies are engaged.

Procedure for release of Advertisements

3. The procedure for release of the above-mentioned categories of advertisements is as follows:

(i) All *Classified Advertisements* of the Federal Government offices, autonomous and semi-autonomous bodies and organizations under their control have to be routed through the Press Information Department at Islamabad and its Regional Offices at Lahore, Karachi, Hyderabad, Peshawar and Quetta as the case may be. Requisitions for release of advertisements are required to be placed on the proforma prescribed vide P.I.D. Memo. No. 14(22)/74-P.B, dated 19-9-1974 (Annexure).' The classified advertisements are released 'directly to newspapers by PID, Islamabad and its Regional Offices.

(ii) The *Display Advertisements* are released through advertising agencies accredited to All Pakistan Newspapers Society (APNS) and enlisted with PID. For preparation of Display Advertising Campaigns, advertising agencies are to be selected through open competition confined to Accredited Advertising Agencies. Selection will be made by panel comprising a representative each of the sponsoring organization and PID. An advertising agency found guilty of divulging release of advertisement to newspaper before the

media has been approved by PID is liable to be blacklisted. Advertising agencies handling advertisements of organizations in the centralized pool must submit to PID, in prescribed form, monthly statements of advertisements of these organizations released by the agencies.

[Authority.—Ministry of Information and Broadcasting U.O. No. 14(23)/80. P.I. dated 9:7-83.]

ANNEXURE

Copy of Government of Pakistan, Press Information Department O.M. No. 14(22)/74-P B. dated 19-9-74. In order to avoid delay, the Government have centralised the payment of the bills, in respect of the Classified Advertisements only, to the newspapers and periodicals with immediate effect.

Henceforth the payment of such bills will be made to the newspapers/ periodicals through this Department and the expenditure will be debited against the budget grant of the sponsoring Ministries, Divisions etc. The procedure in this behalf has been laid down in the Finance Division O.M. No: 4(29)/DFA (I&B)/74, dated 14-9-1974 (Annex to Sl. No. 12). The procedure is in respect of the Classified Advertisements only and not for 'Display Advertisements.

It is requested to please send the advertisements, in future, with the proforma in the enclosed form (Appendix) to Press Information Department, Rawalpindi or its Regional Information Offices at Lahore, Karachi, Peshawar and Quetta, as the case may be, indicating there in the detailed classification of the budget grant under which the expenditure is to be debited against the sponsoring Ministry/Division/Department.

APPENDIX

PROFORMA FOR SENDING ADVERTISEMENT

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.

Language(s)

Region(s)

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.

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

Major Head _____

Minor Head _____

Demand No. _____

for the year _____

Signature _____

Designation _____

Telephone No _____

PROFORMA

Report on the distribution of advertisements for the month ended on:

S. No	Name of publications with place of issue	No. of insertions issued	Space in column inches or otherwise	Actual or approximate cost	Progressive	Remarks
1	2	3	4	5	6	7

Sl. No. 4:

Reference Ministry of Information and Broadcasting Office Memorandum No. 7(19)/65-P.II dated the 20th June, 1966 (S1. No. 3) under which the following instructions were issued by the Ministry of Information and Broadcasting for implementation by all concerned:

(a) All 'Classified' advertisements of the Central Government offices/autonomous and statutory bodies would henceforth be routed through the Director, Regional Information, Karachi and Lahore, PID Rawalpindi, Deputy Director (BPD), Peshawar and Quetta, as the case may be. Central Government offices located in places other than those mentioned above would be linked with the D.R.I., etc., in accordance with the allocation of regions.

(b) All display advertisements of any Central Government departments situated anywhere should be released through the DFP who will arrange for the preparation of designs and provide other technical assistance necessary for the purpose.

2. Instances have come to notice that these instructions are being violated by some government departments/agencies especially :—

- (i) Privatization Commission,
- (ii) Pakistan Telecommunication Corporation,
- (iii) National Highway Authority,
- (iv) Ministry of Industries,
- (v) State Life Insurance Corporation,
- (vi) National Energy Conservation Centre (ENERCON),
- (vii) WAPDA,
- (viii) House Building Finance Corporation,
- (ix) Habib Bank Ltd.,
- (x) United Bank Ltd., and
- (xi) P.I.A.

3. The Prime Minister has taken a serious view of these violations and has directed that in future all advertisements must be released through the Press Information Department.

4. All Ministries/Divisions are requested to ensure compliance under intimation to the Prime Minister's Secretariat.

[Authority.—Cabinet Secretary's d.o. letter No. 6/21/91-GC dated the 17th December, 1991.]

Guidelines for judicious distribution of advertisements to national and regional newspapers.

Sl. No. 5:

The Ministry of Information and Broadcasting has issued the following broad guidelines for judicious distribution of advertisements to national and regional newspapers :

(a) Advertisements should be released to newspapers which are borne on the approved Media List.

(b) Efforts should be made to distribute advertisements equitable and as widely as possible i.e. in all regions and languages and among Metropolitan and Regional newspapers.

(c) English language newspapers should not necessarily have priority over newspapers in Urdu.

(d) Media selected for each release should have adequate (though not necessarily the largest) combined circulation, to ensure that the message reaches its target. It would be permissible to combine the larger newspapers with the smaller ones in order to secure adequate representation for Regional newspapers.

(e) Newspapers which get their circulation audited by ABC should be preferred to non-ABC newspapers, in release a advertisements.

(f) Advertisements cannot be demanded by any newspaper as a matter of right or as a favor. Canvassing for advertisement on the part of a newspaper should not be allowed.

(g) Up to 100 per cent increase in advertisement rates of Specialised magazines calculated to promote high class literature, science, technology and research be allowed.

(h) Newspapers with national outlook be given preference in selection of Media.

2. Newspapers/periodicals censured for publication of matter repugnant to Article 19 of the Constitution as detailed below are liable to be removed from the Media List for such period as may be determined by competent authority :

- (a) Prejudicial to integrity, sovereignty and ideology of Pakistan.
- (b) Repugnant to Islam and Sunnah.
- (c) Sacrilegious to Khulfa-e-Rashdeen and Ahle-i-Bait.
- (d) Calculated to bring into contempt of Armed Forces of Pakistan.
- (e) Calculated to harm friendly relations with foreign states.
- (f) Pornographic, obscene and immoral.
- (g) Contempt of Court.
- (h) Defamatory.
- (i) Calculated to disturb public Order.
- (j) Glorification of crime.

3. Advertisement rates are linked with the circulation of newspapers by the Audit Bureau of Circulation and are fixed in accordance with a certified formula given in (Sl. No. 11).

[Authority.—Ministry of Information and Broadcasting O.M. No. 5(3)/85-Coord. dated the 9-7-85]

Media List

Sl. No. 6:

Government Advertisements are released by PID and its Regional Offices only to those newspapers/journals which are borne on Government approved Media List. The list is maintained by PID. It comprises newspapers and periodicals published from all the four Provinces and Azad Kashmir. The following procedure has been laid down for processing of applications from newspapers and periodicals for inclusion in the Combined Media List.

(a) On receipt of an application from a newspaper/periodical for its inclusion in the Combined Media List, Press Information Department will issue the Questionnaire form and the media card to the newspaper/periodical concerned.

(b) On the return of the Questionnaire form duly filled in by the newspaper/periodical concerned, Press Information Department will make a reference to the Provincial Government concerned whether Government consider the newspaper/periodical concerned suitable for inclusion in the Combined Media List.

(c) On receipt of the Provincial Government's views, PIO will put up the case with his recommendations to the Ministry of Information and Broadcasting for obtaining their approval for inclusion of the newspaper/periodical concerned in the Combined Media List.

2. In respect of the cases sponsored by the Provincial Governments the following procedure applies :—

(a) If the reference is initiated by an officer other than Secretary (Information) Provincial Government, the same procedure as in foregoing paragraph shall apply.

(b) Where the reference is signed by the Provincial Secretary himself, it shall be presumed that policy angles have 'already received due consideration. Such a reference should be addressed to the Principal Information Officer who would obtain the approval of the Ministry of Information and Broadcasting in accordance with the procedure laid down in para 1(c) above.

3. All references from the Provincial Governments should contain the necessary information such as the area of the influence, general policy, and extent of the circulation of the publication along with a few back issues of the publication. The reference should be accompanied by the Questionnaire form and media card already supplied by Press Information Department to the Provincial Governments.

4. Since, the conditions of minimum circulation has been waived, no ABC certificate is required for initial approval for the award of the basic rates. Only where advertisement rates higher than the basic minimum rates are demanded by a newspaper/periodical, the production of an ABC certificate will be required.

[Authority.—Ministry of Information and Broadcasting U.O. No. 14(23)/80-P.I., dated 9-7-1983].

Enhancement of Government Advertisement rates.

Sl. No. 7:

In supersession of this Ministry's letter No. 16(1)/77-PI, dated December, 8, 1983, on the above mentioned subject, it has been decided, with the approval of the Prime Minister, that the existing rates of Classified and Display advertisements issued by the Federal Government and Corporations/ Organisations, under its control for publication in newspapers of various categories and, periodicals will be increased by the percentage mentioned against each category given below with effect from 1st July, 1986 :

Classification of Newspaper	Increase allowed
<i>Metropolitan 'A'.</i> Classified Display	30% 30%
<i>Metropolitan 'B'.</i> Classified Display	33% 33%
<i>Regional 'A'</i> Classified Display	100% 75%
<i>Regional 'B'</i> Classified Display	100% 75%
<i>Periodicals</i> Classified & Display	40%

2. It has been further decided with the concurrence of Finance Division that funds not provided for in the budget for additional cost will be provided to the respective Departments/Organisations through supplementary grant for the financial year 1986-87. The Departments/Organisations concerned may accordingly process the proposals. 3. I am to request all Secretaries/Additional Secretaries In charge to communicate the above decision to all authorities under your control including corporation, autonomous and semi-autonomous bodies, taken over industries, nationalised banks, etc., for implementation.

[Authority.— Secretary M/o Information & Broadcasting d.o. letter No. 16(1)/77-P1 dated the 28th July. 1986 addressed to all Secretaries of Ministries/Divisions]

Sl. No. 8:

Reference APNS letter No. APNS/90/734, dated February 3, 1990. The Ministry/PID is pleased to raise the percentage advantage from 50 to 100% to technical and literary publications. This advantage will apply both on classified and display advertisements.

2. The new rate shall be applicable from 10th March, 1990 to those publications which are already enjoying this advantage.

3. The publications not enjoying this advantage would have apply to the Ministry so that they could be judged if they qualify under the category.

[Authority.—Ministry of Information & Broadcasting's letter No. 16(1)/77-PI, dated 28-2-1990].

Sl. No. 9:

In continuation of this Ministry's letter No. 16(1)/77-P. I, dated 28th July, 1986 (S1. No. ;7) on the above subject, it has been decided that :—

(i) The existing rates of basic government advertisement be increased by 50% w.e.f. 1-8-1992 and 50% w.e.f. next financial year. Additional funds will be provided by Finance Division to cover this increase;

(ii) Henceforth, budget of all Ministries/Departments will be placed at the disposal of Press Information Department who will maintain accounts for each Ministry/Department and make payments from that account.

2. I am to request all Secretaries/Additional Secretaries Incharge of Ministries/Divisions to communicate the above decisions to

all the authorities under your control, including Corporations, Autonomous and Semi-Autonomous Bodies, for implementation.

[Authority.—M/o Information & Broadcasting d.o. Letter No. 16(I)/77-P. I dated the 23rd September, 1992].

Sl. No. 10:

In continuation of Ministry of Information and Broadcasting's letter No. 16(1)/77-PI, dated 23-9-1992, it has been decided that the existing rates of basic government advertisement be increased by 50 per cent with effect from 1-7-1993.

2. It is requested to communicate the above decision to all the authorities under the control of respective Ministries/Divisions including Corporations, Autonomous and Semi-Autonomous Bodies.

[Authority.—Secretary, Ministry of Information & Broadcasting d.o. letter No. 16(1)/77-PI, dated Oct. 3, 1993 addressed to all Secretaries of Ministries/Divisions].

Formula for Fixation/Revision of Government Advertisement Rates of the Newspapers and Periodicals borne on the Central Media List.

Sl. No. 11 :

The formula now in force for fixation/revision of Government advertisement rates of newspapers/periodicals is given below :

The minimum qualifying circulation of Mofussil (Regional) Press is as follows:—

Daily Newspapers	500
Weekly	250
Monthly	125

The minimum qualifying circulation of Metropolitan Press is as under :

Daily Newspapers	3000
Weekly	750
Monthly	250

The basic rate for Mofussil Press is as under:

1. Daily newspapers (ABC)	Rs. 8.70 PSCCM
2. Daily newspapers (Non-ABC)	Rs. 3.62 -do-
3. Weekly & Monthly (ABC)	Rs. 7.58 -do-
4. Weekly (Non-ABC)	Rs. 5.46 -do-
5. Monthly (Non-ABC)	Rs. 227.01 Per Page

Basic rate of Metropolitan Press is as under:

a. Daily newspapers (ABC)	Rs. 6.52 PSCCM
b. Daily newspapers (Non-ABC)	Rs. 2.42 -do-
c. Weekly & Monthly (ABC)	Rs. 6.52 -do-
d. Weekly (Non-ABC)	Rs. 3.62 -do-

e. Weekly (Non-ABC)	Rs. 6.04 -do-
f, Monthly (Non-ABC)	Rs. 227.01 Per Page

Additional rate for any circulation higher than the 'initial' figures is to be worked out as follows for Metropolitan and Mofussil newspapers/periodicals :

1. For every additional 1000 copies or part thereof up to 5000	Rs. 00.60 PSCCM
2. Plus per 1000 copies up to next 10,000	Rs. 00.46 -do-copies.
3. Plus per 1000 copies up to next 20,000	Rs. 00.33 -copies
4. Plus per 1000 copies up to next 20,000	Rs. 00.21 -do-copies
5. Plus per 1000 copies up to next 20,000	Rs. 00.10 -copies.
6. Plus per 1000 copies for each additional 1000 copies	Rs. 00.05 -do-

Note.— The above rates include 50%, 40% and 15% increases allowed by the Government from time to time up to 1-1-84.

[Authority.— Ministry of Information & Broadcasting letter No. F. 4-10/84-Advt, dated 16-07-1984].

Procedure for the Payment of Advertisement Bill.

Sl. No. 12 :

Classified advertisements emanating from the Federal Government Ministries/Divisions/Departments/Organizations are released by the Press Information Department, Islamabad and its Regional Offices at Lahore, Karachi, Peshawar, Quetta and Hyderabad to the newspapers and periodicals directly. As such the bills on account of classified advertisements are received from the newspapers/periodicals in the PID and its Regional Offices directly. On receipt of the bills from them, PID prepares an abstract thereof Ministry/ Division/Department-wise indicating the name of the newspapers/periodicals date and particulars of the advertisement. The abstracts along with the supporting bills are submitted to the AGPR for payment. AGPR issues cheques according to the existing procedure as laid down in the Finance Division O.M. No. 4(29)DFA (I&B)/74 dated 14-9-74 (Annexure) and forwards them to PID and its Regional Offices for onward transmission to the newspapers and periodicals.

2. In the case of the Organizations whose bills are not audited by AGPR, the classified advertisement bills are scrutinized in the PID and its Regional Offices and recommended for payment to the newspapers/periodicals concerned.

3. The display advertisements of the Federal Government Ministries/ Departments/Organizations are released to the newspapers/periodicals through their respective advertising agencies and not directly. As such the newspapers and periodicals send their bills to the advertising agencies concerned which on receipt prepare consolidated bills along with tear-sheets and other relevant papers and present them to PID. Here these are duly scrutinized and afterwards recommended to the sponsoring Ministries/ Departments etc. for payment to the advertising agency concerned. On receipt of the payment from the sponsoring Ministries/Departments etc. the

advertising agency arranges payment to the newspapers and periodicals.

[Authority.— Ministry of Information & Broadcasting U.O. No. 4(29) DFA (I&B)/74 dated 9-7-83].

ANNEXURE

Copy of Finance Division O.M. No. 4(29) DFA (I&B)/74, dated 14th September, 1974.

In order to avoid delay in the payment of bills relating to advertisements placed in newspaper and other periodicals by the Ministries/Divisions/ Departments of the Federal Government, it has been decided that in future the Ministries/Divisions/Departments, while sending advertisement to the Press Information Department for inter alia, indicate detailed classification (viz. major and minor and detailed heads of account) to which these charges should be debited. They will also certify that funds within the sanctioned budget grant exist to meet the charges on such advertisements.

On receipt of bills from the respective newspapers and other periodicals the Press Information Department shall prepare an abstract thereof Ministries/Divisions/Departments-wise indicating the name of the news-papers/periodicals date and particulars of bills of newspapers which would be submitted to the Accounts Officer concerned for payment on a fully vouched bill. The Accounts Officer concerned (A.G/Comptroller) will issue cheques according to the existing procedure, and forward them to the Press Information Department for onward transmission to the respective newspapers/periodicals, he will also account for the charges against the budget of the Ministry/Division/Department concerned as per classification on the abstract and the fully vouched bill. While submitting such bills to the Accounts Officer concerned the Press Information Department would send one copy thereof to the Ministry/ Division/Department concerned for information and maintenance of departmental record/accounts.

Advertising in the Foreign Countries

Sl. No. 13:

Advertisements to ,foreign newspapers are required to be routed through the Press Attaché/Pakistan Embassy in the concerned country in accordance with the instructions contained in Ministry of Information and Broadcasting O.M. No. (i)22(21)/64-EPII dated, December, 10, 1964 (Annexure I) (ii)7(93)/74-PII dated 19-11-1974 (Annexure II) (iii)14(24)/80-PI dated 4th February, 1981 (Annexure III).

ANNEXURE I

Copy of the Ministry of Information and Broadcasting O.M. No. 22(21)/64-E. PII dated 10th December, 1964.

Advertising in Foreign Press

It has been brought to the notice of the Ministry of Information and Broadcasting that some autonomous organizations in Pakistan published display advertisements which were in the nature of prestige advertising in some foreign papers, which were neither good media of publicity nor too friendly to our country. The semi Government and autonomous institutions under the control of the Central Government are advised that in future the Press Attaché (or the Pakistan Mission where no Press Attaché is appointed) in the country where they propose to advertise, should invariably be consulted about the media to be used and the advertisements should be placed in the papers through the Mission. It is necessary in the national interest as well as in the interest of good advertising value, that this procedure is strictly observed.

2. The Press Attaches are being instructed to report to Government any instance to the contrary coming to their notice. Autonomous organizations are requested very kindly to supply to the Deptt. of Films and Publications, Karachi, quarterly statements of

advertisements placed in foreign papers in the proforma reproduced on reverse.

3. The State Bank of Pakistan is also being requested not to issue foreign exchange for any advertisement unless they are satisfied that the Press Attaché or the Mission concerned has been consulted about the media selection.

4. The Ministry of Finance is requested kindly to bring the above instructions to the notice of all concerned for strict compliance.

ANNEXURE II

Copy of the Government of Pakistan Information and Broadcasting Division O.M. No. 7(93)/74-P. II dated 19th November, 1974.

Advertisements in Foreign Press

The undersigned is directed to refer to this Ministry's Office Memorandum No. 22(21)/64-P. II, dated December 10, 1964, and Department of Films and Publication's Circular No. 5-31/63-Advt, dated, April 13, 1967 and to request that all advertisements of Federal Government, Autonomous and Semi-Autonomous bodies including nationalised institutions should be routed for publication in Foreign Press and Pakistani Publications abroad through the Press Counselor/Press Attaché/Information Section of the mission concerned.

2. The quarterly statements of advertisements placed in foreign papers required vide para 2 of this Ministry's Office Memorandum No 22 (21)/64-E.P.II, dated December 10, 1964 may now please be furnished to Principal Information Officer, Press Information Department, Government of Pakistan, Rawalpindi instead of Department of Films and Publications.

3. The Ministry of Finance, Planning Division, etc., are requested to bring this decision again to the notice of all concerned for strict compliance.

ANNEXURE III

Copy of the Government of Pakistan, Ministry of Information and Broadcasting Office Memorandum No. 14(24)/80-PI, dated February 4, 1981.

Advertisements in Foreign Press

The undersigned is directed to invite attention of all Ministries/ Divisions to this Ministry O.M. No. 7(93)/74-P. II, dated 19th November, 1974 laying down procedure for publication of advertisements in Foreign Press.

2. It has been observed that the prescribed procedure is not being followed in letter and spirit and the sponsoring Ministries, Divisions, Departments and Corporations have been releasing their advertisements in Foreign Press without consulting or routing through Press Counselors/Press Attaches in Pakistan missions abroad.

3. It is requested that the above indicated instructions may please be brought to the notice of all concerned once again for strict compliance.

4. Ministries/ Corporations/ Organizations under Government control are requested to furnish to this Ministry a monthly statement, in the prescribed proforma of advertisements placed in Foreign Press.