



GOVERNMENT OF KHYBER PAKHTUNKHWA  
INFORMATION & PUBLIC RELATIONS DEPARTMENT

No. SO(B&A)/INF/5-3/Advertisement/2021/Vol-IV/  
Dated Peshawar, the 10<sup>th</sup> February, 2022

**NOTIFICATION:**

Subject:- **KHYBER PAKHTUNKHWA PRINT, ELECTRONIC AND SOCIAL / DIGITAL  
ADVERTISEMENT POLICY 2021**

In supersession of Information & Public Relations Department Notification No. SO(B&A)/INF/5-3/2016-17/Advt:/1816-1915, dated 27.03.2018, the Government of Khyber Pakhtunkhwa is pleased to approve the Khyber Pakhtunkhwa Print, Electronic and Social / Digital Advertisement Policy 2021 with immediate effect as under:

**1. CLASSIFICATION OF NEWSPAPERS:**

**National Newspapers:** Newspapers simultaneously published from at least three declared metropolitan cities of the country with wide circulation and readership throughout the country and has a bureau office at Peshawar. Such newspapers should give adequate space to the activities of Provincial Government in their Islamabad/ Rawalpindi edition.

**Provincial Newspapers:** -Newspapers which appear from the provincial capital with wide circulation and readership throughout the province and has a bureau office at each divisional headquarter.

**Local Newspapers:** - Newspapers which appear from a specific area like a Divisional or a District headquarter with circulation throughout the concerned division or district as the case may be.

**2. CLASSIFIED ADVERTISEMENTS:** Classified advertisements include, tender notices, auction notices, absentee notices, expression of interest, request for proposal, Court notices advertisement of purchase and procurements, advertisement of jobs etc.

**a. CATEGORIZATION OF CLASSIFIED ADVERTISEMENTS:**

Advertisements will be categorized as A, B, C and D as per value/scope of the work and will be released to any newspaper(s) which is on Provincial Media List.

**b. DISTRIBUTION FORMULA FOR CLASSIFIED ADVERTISEMENTS:**

1. Advertisement of works / purchases valuing upto Rs. One million will be considered as category D advertisement and will be given to one leading provincial newspaper and one local newspaper of the target area. Such advertisements will be released through the DGIPR Khyber Pakhtunkhwa/concerned Regional Information Offices as the case may be.
2. An advertisement valuing between Rs. One (1) million to Rs. Three (3) million will be considered as Category C advertisement and will be released to three (3) newspapers, keeping in view the requirement and target area of the advertisements.
3. An advertisement valuing between Rs. Three (3) million and Rs. Five (5) million will be considered as Category B and will be issued to four (4) newspapers keeping in view the requirement and target area of the advertisements.

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4. An advertisement having value above Rs. 5 million will be considered as Category A and will be issued to five (05) newspapers keeping in view the requirement and target area of the advertisements.
5. Advertisements involving no clear-cut costs like public notices and Expression of Interest (EOI) etc. will be released to at-least three newspapers keeping in view the target area and requirement of the advertisement.
6. Absentee Notices and Admission Notices will be released to two leading newspapers (One Provincial and One Local or national) keeping in view the requirement and target area of the advertisement.

**c. Advertisements of Vacancies:**

1. Advertisements for vacant posts upto BPS-07 shall be issued to one leading provincial newspaper and one leading local newspaper of the target area.
2. Advertisements for vacant posts up to BPS- 16 shall be issued to two leading Newspapers.
3. Advertisements for vacant posts of BPS- 17 & above shall be issued to three newspapers i.e. one National and two Provincial.
4. Advertisements of vacancies if deemed necessary shall also be broadcast/telecast on FM Radio Channels of DGIPR, KP, as single insertion.
5. Advertisement of Public Service Commission, Khyber Pakhtunkhwa will be released to newspapers as per the demand of the Commission if made and otherwise will be released as per policy.

**d. Classified advertisements shall be released to all newspapers meeting the following criteria:**

1. National newspapers maintaining a minimum daily circulation of 10,000 copies (as per ABC certificate) and publishing a minimum of 3 broadsheets i.e. 12 pages out of which minimum 2 pages shall be published in colors.
2. Provincial newspapers maintaining a minimum daily circulation of 8000 copies (as per ABC certificate) and publishing a minimum of 8 pages.
3. Local newspapers maintaining a minimum daily circulation of 3000 copies (as per ABC certificate) and publishing in at least 6 pages.

**3. DISPLAY ADVERTISEMENT:** Display advertisements include special campaign advertisements other than the classified advertisements aimed at public awareness.

**1. Display advertisements shall be released to newspapers fulfilling the following criteria:**

**a) National Newspapers**

1. Maintaining a minimum daily circulation of 15,000 copies (as per ABC certificate).
2. Publishing a minimum of 3 broadsheets i.e. 12 pages, out of which minimum 2 pages shall be published in 4 colors.
3. Each such Newspaper must carry at least 20 to 30% photographs, handouts/press releases issued by DGIPR Khyber Pakhtunkhwa prominently and regularly.

**b) Provincial Newspapers**

1. Maintaining a minimum daily circulation of 10,000 copies (as per ABC certificate).
2. Publishing a minimum of 2 broadsheets i.e., 8 pages, out of which minimum 2 pages shall be published in 4 colors.
3. Such newspapers should carry at least 50 to 70% photographs, handouts/ press releases issued by DGIPR Khyber Pakhtunkhwa prominently and regularly.

**c) Local Newspapers**

1. Local newspaper publishing a minimum of 6 pages with minimum circulation of 4000 (as per ABC certificate).
2. Each such Newspaper must carry at least 60 to 70% photographs, handouts/press releases issued by DGIPR Khyber Pakhtunkhwa or RIOs of the region concerned prominently and regularly

## 2. Media Selection for Display Advertisements: -

Display advertisement will be processed at the DGIPR and Information Department will select the media for such advertisements keeping in view the target area and budgetary allocation of the sponsoring department. The sponsoring Department can only mention target area and position for the display advertisement and not the names of newspapers, which will be the mandate of Directorate General of Information & Public Relations.

## 4. CRITERIA FOR PREPARATION OF ADVERTISEMENTS (PRINT/ ELECTRONIC) BY ADVERTISING AGENCIES: -

**A. DISPLAY ADVERTISEMENT:** - If a display advertisement is required to be designed through an advertising agency, the client Department/office shall request the Information Department for nominating at least 03 advertising agencies for designing such advertisement. The three agencies shall present at least two designs each to the client Department and the competent authority of the client Department will select/ approve one of the designs and send the same to Information Department for publishing.

**In case of any urgency or extraordinary situation:** When the Information Department is required on behalf of any department/office to publish display advertisement on urgent basis, the DGIPR with the approval of Secretary Information & PRs may engage any registered advertising agency to design and publish the advertisement.

**B. TV COMMERCIAL:** - As prescribed.

The TV Commercial shall include different communication products of various genre including short videos, promos, documentaries, drama, short film, feature film, docudrama etc. that aired on TV channels.

## 5. BROADCASTING OF ADVERTISEMENTS THROUGH FM RADIO CHANNELS:

Since the FM Radio Channels have been established by the Directorate General of Information and Public Relations in different areas/districts of Khyber Pakhtunkhwa therefore Radio spots shall be advertised/announced on departmentally operated FM Radio channels and other channels as deemed appropriate by Directorate General of Information and Public Relations and all Government Departments, project institutions and Government organizations shall make payment thereof accordingly.

## 6. WEB PROJECTION OF THE CLASSIFIED ADVERTISEMENTS:

All advertisements publishing in the press through DGIPR Khyber Pakhtunkhwa will be placed on the Khyber Pakhtunkhwa official web portal [www.khyberpakhtunkhwa.gov.pk](http://www.khyberpakhtunkhwa.gov.pk) / [www.dgipr.kpdata.gov.pk](http://www.dgipr.kpdata.gov.pk) for dissemination of communication nation-wide and globally. If projection of the classified advertisement is required through websites and/or social media platforms, the paid promotion/boosting of the advertisement will be carried out and the cost shall be borne by the client department which may include the total allocated spend plus service charges as per rates given in the clause 13 (B) of the policy,

## 7. SCRUTINY COMMITTEE:

### B. COMPOSITION: -

The Secretary Information & PRs shall constitute a committee for the purpose comprising the following.

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|--|-------------------|
| 1. Secretary Information & PRs, or his nominee not below the rank of Addl. Secretary | Chairman          |
| 2. Representative of Finance Department  | Member            |
| 3. Director General Information & PRs  | Member            |
| 4. Press Registrar, DGIPR  | Member            |
| 5. Section Officer concerned of Information & PRs                                    | Member/ Secretary |

### C. MANDATE:

The scrutiny committee shall be mandated with the task of inclusion and exclusion of newspapers in the Provincial Media List. The provincial Media list of the newspapers will be reviewed by the committee in June and January each year to include or exclude newspaper/s therein as per provided criteria. The committee will meet any time as deemed necessary by the Chairman to see whether the newspaper/s already included in the Provincial media list are complying with the provided criteria, and if otherwise the committee shall exclude the newspaper/s from the Provincial Media list. Fresh Provincial media list will be notified by the Information Department after every such meeting.

The committee is further mandated to review the arrears on account of Advertisement charges against the sponsoring departments from time to time or as deemed necessary by the Chairman of the committee.

**Note:** - Assistant Press Registrar will prepare working paper for the scrutiny committee meeting.

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

Newspaper/s seeking inclusion in the Provincial media list should meet the following criteria:-

#### a. CENTRAL MEDIA LIST: -

Such newspaper/s should be included in the Central Media List.

#### b. ABC CERTIFICATE: -

Such newspaper/s should be ABC certified.

#### c. REGISTRATION: -

Such newspaper/s should be registered with the Press Registrar, Directorate General of Information & PRs, Khyber Pakhtunkhwa.

#### d. CIRCULATION; -

- a. National newspaper/s published from Karachi, Lahore and Islamabad/ Rawalpindi should have minimum daily circulation of 10,000 each station (as per ABC certificate).
- b. Provincial newspaper/s published from Peshawar should have a minimum daily circulation of 8000 (as per ABC certificate).
- c. Local/ District newspaper/s published from Abbottabad, Swat, Mardan and other cities should have a minimum daily circulation of 3000 (as per ABC certificate).
- d. The Department of Information & PRs shall have the right to ask any newspaper to substantiate the circulation number with the bank vouchers containing payments of price of newspapers by the Agency holders/distributors to the newspapers concerned.

#### e. REGULAR PUBLICATION: -

Such newspaper/s should have a regular publication of at least six months prior to the meeting of the scrutiny committee in which the newspaper/s is to be included in the Provincial media list.

#### f. MINIMUM PAGES: -

To qualify for inclusion in Provincial Media list, a newspaper/s should have the following number of pages mentioned against each category of newspapers:-

- a. National Newspaper. Minimum 12pages.
- b. Regional/ Provincial Newspapers. Minimum 08 pages.
- c. District / Local Newspapers. Minimum 06 pages.

#### g. EMPLOYMENT: -

Such newspaper/s should meet the minimum requirement of HR mentioned against each category of newspapers to run the newspaper in a professional manner.

- a. **National newspaper** (Peshawar Bureau office), minimum 10 persons.
- b. **Provincial / Regional Newspapers**, (In color newspapers minimum 15 persons and in black & White newspapers minimum 07 persons).

I. If printer of a newspaper is changed without intimation to the Press Registrar, DGI&PR.

**Note:** -The Press Registrar shall regularly monitor the newspapers for their regularity.

### 8. GUIDELINES FOR THE ADVERTISING DEPARTMENTS / ORGANIZATIONS

I. The Information & Public Relations Department, being the sole custodian of the Provincial Government's public relations and publicity, shall act as the single window for the release of all types of Government advertisements.

II. All the Departments, their subordinate offices, autonomous and

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- c. **Local / District Newspapers,** Minimum 7 persons.
- d. The HR may include 30% of fresh graduates or internees or students of Journalism & Mass Communication
- e. Such newspaper/s should provide documentary proofs of all the above-mentioned requirements to the scrutiny committee.
- f. Newspaper/s being published out of Khyber Pakhtunkhwa from a single station will not be entitled for inclusion in the Provincial Media list.
- g. Inclusion of Newspapers in the Provincial media list is an entitlement and not guarantee for government advertisements.

**D. EXCLUSION FROM THE PROVINCIAL MEDIA LIST.**

A newspaper shall be excluded from the Provincial media list on any of the following grounds.

- a. If newspaper is not published for 5 days (other than the APNS declared holidays) in a month.
- b. If the minimum required number of pages for various categories as prescribed in 8(VI) is not maintained for one week in a month.
- c. If the minimum required figures of circulation for inclusion in the provincial Media list as defined in section 8(IV) is not fulfilled for 4 days in a month.
- d. If the declaration or registration of a newspaper is cancelled it will automatically stand out of the Provincial media list.
- e. If a newspaper is published without printing its print line for two consecutive days.
- f. If printer of a newspaper is changed without intimation to the Press Registrar, DGIPR.

**Note:** -The Press Registrar shall regularly monitor the newspapers for their regularity.

**8. GUIDELINES FOR THE ADVERTISING DEPARTMENTS / ORGANIZATIONS**

- I. The Information & Public Relations Department, being the sole custodian of the Provincial Government's public relations and publicity, shall act as the single window for the release of all types of Government advertisements.
- II. All the Departments, their subordinate offices, autonomous and semi-autonomous bodies including development authorities, commissions, corporations and companies etc. shall route their advertisements through the Directorate General Information & Public Relations and no advertisement (print/electronic/digital/ social) shall be released directly to the media.
- III. All departments and subordinate offices shall send their advertisements to the Directorate General Information & PRs Khyber Pakhtunkhwa/Regional Information Offices as the case may be, for publication in the press 20 days in advance for observance of 15 days' as per KPPRA rules. However, in exceptional case of unforeseen emergency where the advertisement needs relaxation of the mandatory period, the advertising department will have to give justification for such emergency action.
- IV. Seven legible copies of advertisement English/Urdu versions duly typed through Computer on A-4 Size Paper shall be sent to the DGIPR Khyber Pakhtunkhwa/ Regional Information Offices as the case may be.
- V. Media selection for all types of advertisements will be the mandate of Information Department, and as such the advertising Department can only mention the target area and not the names of the newspapers/ media houses.
- VI. The advertising department will confirm that necessary funds are available with the department to foot the bills of newspapers and other medium and payment will be made **within 60 days** of the receipt of the bills in the advertising department/office.
- VII. The advertising department should indicate the total cost/value of the job/project for determining the number of newspapers to which it should be issued.
- VIII. Advertisements (Displays) shall not be issued to newspaper/other medium(s), the contents of which are contrary to the Government Policies.

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- IX. Government Departments while sending their advertisements to the DGIPR Khyber Pakhtunkhwa / Regional Information Office as the case may be, shall consult relevant KPPRA Rules.
- X. Government Departments while sending their advertisement to the DGIPR shall type the content of the advertisement in the following standard pattern.

**English**

Font	=	Times New Roman
Size	=	12
Spacing	=	1.15
Headline size	=	12 (bold)

The advertisement should be printed on A4 size paper.

**Urdu**

Font	=	Arial
Size	=	14
Headline size	=	14 (bold)

The advertisement should be printed on A4 size paper.

**9. GUIDELINES FOR NEWSPAPERS: -**

- Newspapers will ensure the publication of advertisement within or on the date mentioned in the release order otherwise the release order will stand cancelled automatically and no payment will be made thereof.
- Newspapers will be bound to submit invoices to the Director General Information & Public Relations, within 15 days positively after the publication of the advertisement failing which the invoice will not be entertained and no payment will be made thereof.

**10. TELEVISION COMMERCIALS (TVCs):**

**A). TERMS AND CONDITIONS FOR REGISTRATION OF ADVERTISING AGENCIES.**

As per relevant provisions of the Khyber Pakhtunkhwa Press, Newspapers, News Agencies and Books Registration Rules, 2017 or amendments in the Rules made thereafter.

**B). MECHANISM FOR APPROVAL OF TELEVISION COMMERCIALS (TVCs)**

As per relevant provisions of the Khyber Pakhtunkhwa Press, Newspapers, News Agencies and Books Registration Rules, 2017 or amendments in the Rules made thereafter.

**C). STEERING COMMITTEE:**

As per relevant provisions of the Khyber Pakhtunkhwa Press, Newspapers, News Agencies and Books Registration Rules, 2017 or amendments in the Rules made thereafter.

**D). CRITERIA FOR SELECTION OF MEDIA/DAYS/SPOTS FOR TVCS.**

TVC will be decided by the steering Committee whereas duration, media and spots for each channel each day will be decided by Information Department (Secretary & Director General) keeping in the view the budgetary allocation and target audience of the TVC.

**11. OUT DOOR PUBLICITY:**

**A. BILL-BOARDS/PANA FLEX/BANNERS/STREAMERS/PHAMPLETS:**

The Directorate General Information & PRs if and when deemed necessary, may project/show-case the public welfare initiatives and awareness campaigns on Bill-boards.

- B.** The Directorate General Information will select a firm for executing a particular outdoor/billboard campaign through competition among registered/enlisted firms. The lowest bid will be the highest-ranking fair bid for executing a campaign.

- C.** Shortlisting of the Outdoor/Billboard Firm shall be carried out by a Committee headed by Secretary Information with Director General Information & PRs, Director (PR) and Deputy Director (Advertisement) as its members.

## 12. ADVERTISEMENTS ON WEBSITES/BLOGS ETC:

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

### A). ENLISTMENT OF WEBSITES:

1. Only those websites will be entitled for government advertisements/communication which fulfil the following criteria and recommended by the Technical Committee as mentioned in the Khyber Pakhtunkhwa Press, Newspapers, News Agencies and Books Registration Rules, 2017 or amendments in the Rules made thereafter.
2. The website should be operational for a continuous period of two years without any break under the same name & website address.
3. The website should maintain daily visitors as prescribed below:-  
English websites 50,000/-  
Urdu websites 100,000/-
4. The website must employ a third-party server for running ads. Websites may be required to provide access to campaign data during or after completion of the campaign.
5. Websites repugnant to article 19 of the Constitution of IR of Pakistan shall not be selected.

### B). FIXATION OF RATES FOR WEBSITES:

1. Rates of the websites to be fixed on the basis of website traffic flow on cost per thousand impression (CPT/CPM) basis. For calculation the formulae shall be (CPM=No of Impressions/1000 multiplied by fixed rate).
2. Standard rate to be fixed at Pakistani Rupee equivalent to 2 US Dollar per CPM for the websites selected by the DGIPR Khyber Pakhtunkhwa for homepages/landing pages. However, Information & PRs Department may revise the rates from time-to-time through a notification as an addendum to the policy.
3. For rich media ads i.e. video ads, rates to be enhanced by 25% on total amount.
4. Following commonly recognized sizes may be accepted for advertisements as maintained by Interactive Advertising Bureau:
  - a. Leader boards (728 x 90 pixels)- Top or bottom of websites stretching across a page from end to end.
  - b. Super leader boards (970 x 90 pixels) – an expanded version of traditional leader board, approximately 33% wider than the standard leader board.
  - c. Medium/ Large rectangle (300 x 250 pixels and 336 x 280 pixels) – Box like ads often used between text and paragraphs.
  - d. For mobile browsers, leader board size shall be 320x100 pixels.
  - e. Non-standard dimensions as agreed on by the publisher and DGIPR Khyber Pakhtunkhwa.
5. Basic rate to be fixed for above mentioned sizes based on visibility / impact of position on viewers as suggested below<sup>1</sup>: there is no sense of give costs on creative's it shall only be on number of impressions.
6. Suggested number of impressions for digital campaigns on Publishers' sites shall be calculated on the criteria i.e. the impressions served on per day shall be around 10% of total daily page views as given by Google Analytics.
7. The formula for the calculation of the rates shall be as given in (12)(b)(1)
8. All ads to be released by DGIPR Khyber Pakhtunkhwa directly or through digital / advertising agencies as appointed by DGIPR Khyber Pakhtunkhwa.

**C). BILLING:**

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

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

**13- ADVERTISEMENTS ON SOCIAL MEDIA:**

**A). ENLISTMENT OF SOCIAL MEDIA PLATFORMS:**

- 1 Social Platforms including but not limited to the following will be used for digital advertisements to be released by DGIPR Khyber Pakhtunkhwa:
  - i. Facebook and or Instagram
  - ii. Twitter
  - iii. Google +
  - iv. YouTube and other video streaming sites.
- 2 Advertisement on Facebook shall include both Facebook Advertisements and 'boosting page' facility provided by Facebook.
- 3 Other social platforms based on their reputation and user engagements can be considered if recommended by the Directorate General Information & PRs Khyber Pakhtunkhwa.
- 4 All campaigns shall be launched from the Social Networking Sites of the Directorate General Information & PRs Khyber Pakhtunkhwa and or other sites maintained by the Provincial Government departments.

**B). FIXATION OF RATES FOR SOCIAL PLATFORMS:**

- 1 The Department may directly pay the original charges to the concerned social media platform if credit/debit card facility for online payment is available with the Department otherwise service charges in addition to the original bill shall be considered if the said campaign is undertaken through Digital Advertising Agencies as per detail given below:

Budgetary Allocation	Service Charges
Upto PKR 100,000/-	15%
Above PKR 100,000/- upto PKR. 500,000/-	12%
Above PKR 500,000/-	10%

- 2 The payable charges for social/digital campaigns will include the original budget allocated by the Directorate General Information & PRs Khyber Pakhtunkhwa for the campaign or cost incurred on required impressions served with service charges mentioned vide Clause (13)(B)(1).
- 3 Service Charges of the Advertising Agencies can be revised any time through a notification by the Information & PRs Department as an addendum to the policy (if need be).
- 4 The Advertising Agency shall submit the bill alongwith statistics of the campaign that shall include the total impressions bifurcated by demographics of target group.
- 5 Contents creation charges as per actual cost for social/digital campaigns shall also be considered if contents are developed by the Digital Advertising Agency.

**C). PROCEDURE FOR UNDERTAKING SOCIAL/DIGITAL CAMPAIGNS**

1. The task of social/digital campaigns will be assigned to at least three registered digital advertising agencies.
2. Shortlisting will be based on the Quality-Cum-Cost based selection (QCBS) if contents are intended to be developed while it shall be purely on the best strategy of the Agency if readymade contents are to be promoted/boosted.



#### 14. ADVERTISEMENT THROUGH SOCIAL MEDIA INFLUENCERS

Information & PRs Department can acquire the services of Social Media Influencers enlisted with the Department for running the targeted campaigns of the provincial government. The Social Media Influencers shall undertake the campaigns assigned to them through their respective Pages/Accounts/Sites/Channels etc. and provide access to the Department to view/analyze the statistics in real-time.

#### 15. FIXATION OF RATES

The Rate based on the fans/followers/traffic will be as follow:

##### (A) FACEBOOK PAGE/INSTAGRAM ACCOUNT

Followers	Rate	
	Dissemination	Content Development
0.1 Million	10,000/-	40% of the dissemination charges
Greater than 0.1Million and Less than or equal to 0.5 Million	20,000/-	
Greater than 0.5 Million and Less than or equal to 1.0 Million	30,000/-	
Greater than 1.0 Million & Less than 2.0 Million	45,000/-	
Greater than 2.0 Million	60,000/-	

##### (B) TWITTER ACCOUNT

Followers	Rate	
	Dissemination	Content Development
0.1 Million	20,000/-	40% of the dissemination charges for videos only
Greater than 0.1Million and Less than or equal to 0.5 Million	30,000/-	
Greater than 0.5 Million and Less than or equal to 1.0 Million	50,000/-	
Greater than 1.0 Million	70,000/-	

##### (C) YOUTUBE CHANNEL

Followers	Rate	
	Dissemination	Content Development
0.1 Million	20,000/-	40% of the dissemination charges for videos only
Greater than 0.1Million and Less than or equal to 0.5 Million	35,000/-	
Greater than 0.5 Million and Less than or equal to 1.0 Million	55,000/-	
Greater than 1.0 Million	75,000/-	

##### (C) BLOGS

Daily Visitors (Last Month Average)	Rate	
	Dissemination	Content Development
10,000	10,000	40% of the dissemination charges for videos only
Greater than 10,000 and Less than or equal to 50,000	20,000	
Greater than 50,000	40,000	

The contents development charges will only be applicable if contents are developed by the Social Media Influencer. The Contents Development shall include general video (Not less than 30 Secs), Vlog, video report, detailed blog Post with sufficient requisite multimedia contents etc. The fans/followers and statistics of daily visitors will be considered on the Date & Time of the campaign approval.

## 16. BILLING & PAYMENTS

The Social Media Influencers shall submit their bills along-with URLs/Links, demographic outreach report, screenshots, and other pictorial evidence to the Directorate General of Information & PRs Khyber Pakhtunkhwa for confirmation and onward processing. The bloggers are additionally required to provide third party access to the blog to view/analyze the analytics online.

## 17. PROHIBITIONS

- The Social Media influencers shall not delete the paid contents of the Provincial Government from their respective Pages/Accounts/Sites/Channels etc.
- If the paid contents are deleted, the concerned Social Media Influencer will be delisted from the registered social media influencers' list and other punitive actions will also be taken under the general procurement rules for acquiring the consulting services.

## 18. MOBILE ADVERTISING CAMPAIGNS:

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

### A). ENLISTMENT OF MOBILE PHONE OPERATORS:

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

### B). FIXATION OF RATES OF SMS/ROBOCALLS ETC:

- 1 The SMS/Robocall campaign shall be directly released to the service providers and the cost incurred on such campaigns shall be directly paid to the concerned service provider.
- 2 Campaign statistics and other related documents clarifying the audit trail of the campaign shall also be furnished to Directorate General Information & PRs Khyber Pakhtunkhwa along-with the invoices.

## 19. TAXES OF FEDERAL & PROVINCIAL GOVERNMENT

The applicable taxes of the Federal and/or Provincial Government of Khyber Pakhtunkhwa shall be applied at the applicable rates on both classified and campaign advertisements undertaken through Print, Electronic and Social/Digital Media including campaigns executed through Social Media Influencers.

## 20. GUIDELINES FOR CONTENT REGULATION OF GOVERNMENT ADVERTISEMENTS:

### 20.1. Guiding Principles for Dissemination of Information:

A. Constitutional freedom of speech and right to information guaranteed under Articles 19 and 19A of the Constitution include freedom of press. The executive ought not to use its discretionary authority in a manner aimed at encouraging censorship or influencing editorial policy of media outlets in favor of the political party in power.

### 20.2 Definitions of Classified Advertisement and Government Advertisement:

- A. Classified Advertisements include public notices, tenders, recruitment notices and statutory notifications etc.
- B. Government advertisements include dissemination of information to members of the public about a government program, policy or initiative, or about any public health, safety or other matter that is funded by or on behalf of a government, government agency or statutory body, but does not include classified advertisements.

The contents development charges will only be applicable if contents are developed by the Social Media Influencer. The Contents Development shall include general video (Not less than 30 Secs), Vlog, video report, detailed blog Post with sufficient requisite multimedia contents etc. The fans/followers and statistics of daily visitors will be considered on the Date & Time of the campaign approval.

## **16. BILLING & PAYMENTS**

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## **18. MOBILE ADVERTISING CAMPAIGNS:**

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### **20.2 Definitions of Classified Advertisement and Government Advertisement:**

- A. Classified Advertisements include public notices, tenders, recruitment notices and statutory notifications etc.
- B. Government advertisements include dissemination of information to members of the public about a government program, policy or initiative, or about any public health, safety or other matter that is funded by or on behalf of a government, government agency or statutory body, but does not include classified advertisements.



### **20.3 Scope and Object of the Guidelines for Government Advertisements:**

- A. There shall be no arbitrary use of public funds for Government advertisements aimed at projecting political leaders, political parties, partisan agendas or governments without any attendant public purpose.

### **20.4 Purpose of Government Advertising:**

The following includes categories of permissible Government Advertisements.

- I. To inform citizens about their rights, obligations, entitlements and responsibilities, about government policies, programmes, services or initiatives.
- II. To inform citizens regarding the policies, programs, services, initiatives and decisions of the Government in compliance with the principles of parliamentary democracy and responsible governance. The public has a right to such information.
- III. To encourage public involvement in government decision making.
- IV. To educate and inform the public about community interests and dangers or risks to public health, safety or the environment etc.
- V. To use publicity to encourage behavior that is in the public interest (for example crime prevention or road safety etc.)
- VI. To achieve public policy goals.
- VII. To provide information regarding the performance of the Government, including information regarding milestones achieved and new projects and public interest programs, thereby facilitating public accountability.
- VIII. To ensure that institutions of the Government are visible, accessible and accountable to the public they serve.
- IX. To communicate and explain changes in the law that affect individuals or businesses.
- X. To commemorate national heroes not linked to a political party.

### **20.5 Content Regulation**

A. Prohibitions: The following forms of Government Advertisements shall be prohibited:

- I. Including material that gives prominence to the voice or image of the Head of
- II. an institution or individual, including, inter alia, a past or incumbent Prime Minister, Chief Minister, Minister, Member of Parliament or candidate for an election to Parliament or portraying or promoting the said public office holder in a manner regarded as excessive or gratuitous, except in a limited case of Government Advertisements involving public awareness campaigns in pursuit of legitimate state purpose where such voice or image is essential to such information, message or campaign.
- III. Seeking to influence public support for an electoral candidate for election to Parliament or a Provincial Assembly or local body.
- IV. Including material with the name, logo or slogan of a political party.
- V. Including links to the websites of a political party, a candidate for election to Parliament, Provincial Assembly or local body.
- VI. Disparaging, ridiculing, attacking the opposition parties, political party leaders, state institutions or the government of a federating unit.

### **20.6 Government Advertisement during the election period:**

- A. Government Advertisements shall exclude the category of advertisements referred to in Clause 4.1(vii) above during the election period until the new government is formed after the notification of election results. For purposes of determining the election period reference is made to the provisions of the Election Act, 2017.

### **20.7 Payment of Advertisements by Government Departments:**

In case of default in payment by any Department, no advertisement of such departments will be released to print and electronic media subsequently.

### **20.8 Payment to Advertising Agency, Newspaper and Tv Channel:**

- A. The Director General Information & Public Relations, Khyber Pakhtunkhwa will make payment to the Advertising Agency and to the Newspaper and TV Channel separately through separate cross cheque's against their vendor numbers.



B. Before making payments for Government advertisements to newspaper and TV channels, the Director General Information & Public Relations, Khyber Pakhtunkhwa will obtain rates of airtimes, space on newspapers and will share the same with all Government Departments for ensuring correct advance payments by the Government Departments.

Sd/-

(ARSHAD KHAN)

Secretary to Government of Khyber Pakhtunkhwa  
Information & Public Relations Department.

**Ends: Even No. and date:-**

Copy of the above is forwarded to the:-

- 1 All administrative Secretaries, Government of Khyber Pakhtunkhwa.
- 2 Principal Secretary to Chief Minister, Khyber Pakhtunkhwa.
- 3 Secretary to Governor, Khyber Pakhtunkhwa
- 4 Director General, Information & PRs, Khyber Pakhtunkhwa
- 5 All Heads of Attached Departments, Khyber Pakhtunkhwa.
- 6 All Commissioners, Khyber Pakhtunkhwa.
- 7 All Regional Information Officers, Khyber Pakhtunkhwa for information and necessary action.
- 8 Section Officer (Cabinet), Establishment & Administration Department, Khyber Pakhtunkhwa w/r to his letter No.SOC(E&AD)9-63/2022 dated 21.01.2022.
- 9 P.S to Special Assistant to Chief Minister for Information & PRs, Khyber Pakhtunkhwa.
- 10 P.S to Secretary Information & PRs Department, Khyber Pakhtunkhwa.
- 11 Controller, Printing and Stationery Department for Publication in the Government Gazette.



Section Officer (B&A)

**Information & Public Relations  
Government of Khyber Pakhtunkhwa**

10/2/22

