



GOVERNMENT OF JAMMU & KASHMIR.  
INFORMATION DEPARTMENT.  
CIVIL SECRETARIAT, J&K.

Subject: Advertisement Policy - 2016.

Reference: State Administrative Council Decision No. 11/3/2016 dated 03.03.2016.

Government Order No: 09 - ID of 2016.

Dated: 04 - 03 - 2016.

In supersession of the Advertisement Policy issued vide Government Order No. 53-ID of 1996 dated 26.07.1996, read with Government Order No. 06-ID of 2001 dated 17.04.2001, sanction is hereby accorded to the implementation of the revised Advertisement Policy of the Information Department as per Annexure - A to this order.

By order of the Government of Jammu & Kashmir.

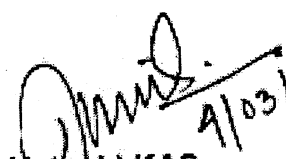
Sd/-  
(B.B. Vyas) IAS.  
Financial Commissioner.  
Information Department.

No. ID/A/30/77-III.

Dated: 04 - 03 - 2016.

Copy to the:-

1. Principal Secretary to Hon'ble Governor.
2. Commissioner/Secretary to Government, General Administration Department.
3. Commissioner/Secretary to Government, Department of Law, Justice & Parliamentary Affairs.
4. Director General Information, J&K.
5. Joint Director Information, Jammu/Kashmir.
6. General Manager, Government Press, J&K Jammu for publication in the next issue of Government Gazette.
7. Private Secretary to Chief Secretary.
8. Private Secretary to Financial Commissioner, Information Department.
- ✓ 9. Incharge Website GAD.
10. Government Order file (w 2.s.c.).
11. Stock file.

  
(R.K. Katoch) KAS.  
Additional Secretary to Government.  
Information Department.

## **Advertisement Policy – 2016**

### **Introduction**

- 1) The Department of Information & Public Relations (DIPR) is the nodal department for distribution of advertisement of the Government of Jammu and Kashmir and offers single window and cost effective publicity to all the State Government departments, public sector enterprises, Autonomous and Local Bodies. It places advertisement in the newspapers and other media within and outside the State as per the policy of the Government.
  - 1.1) Government advertising is undertaken for a wide and diverse range of purposes, mainly in the form of recruitment advertisements, public notices, notices inviting tenders, statutory notifications, urgent public health or safety announcements, public awareness advertisement and others. The purpose is to disseminate to the public at large, information about government programmes, policies or initiatives and any public health or safety issue.
  - 1.2) In releasing advertisements to the media, DIPR must not take into account the political affiliation or editorial policies of the media. However, DIPR shall not release advertisements to such media, which incite or tend to incite communal passion, preach violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and behavior and violate the journalistic code of ethics.
  - 1.3) The Government advertisement is not intended to provide financial support to any media but to help its growth and development and in expanding its operation in a healthy, professional and competitive environment. DIPR shall maintain a list of media under various categories approved by the Empanelment Committee and issue advertisements in a judicious manner as per the Government Policy, upholding the broad social objectives of promoting

responsible, constructive and healthy journalism in Jammu and Kashmir.

- 1.4) Every State Government advertisement shall be routed through DIPR. Instructions to this effect have been issued by the General Administration Department (GAD) whereby all Government departments / PSUs / Autonomous / Local Bodies have been directed not to under any circumstances, issue official advertisements directly to the media and instead route these through DIPR which shall also monitor the implementation of the circular instructions and report violations in this regard, if any, to the Government.

### **Empanelment Committee**

- 2) The Empanelment Committee headed by the Administrative Secretary to the Government, Department of Information & Public Relations, constituted vide Government Order No: 17-ID of 2015, dated: 26.6.2015, shall deal with eligibility and empanelment of media for receiving Government advertisements. The Empanelment Committee shall meet at least once a year to review and update the list of media for empanelment.

### **Eligibility for Empanelment of Newspapers/ Magazines**

- 3) The Empanelment Committee shall consider empanelment of newspapers/magazines printed and published in the State of Jammu and Kashmir mainly on the basis of their circulation, production standard, content and number of pages.

<b>Categorization of Newspapers.</b>	<b>Circulation per publishing day for English newspapers.</b>	<b>Circulation per publishing day for newspapers published in Urdu, Hindi, Dogri, Kashmiri, Ladakhi or any other recognized language of J&amp;K.</b>
'A' category	Newspapers with circulation of 25000 copies and above	Newspapers with circulation of 20000 copies and above with at

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	with at least four pages in colour.	least four pages in colour.
'B' category	Newspapers with circulation of 15000 and above, but less than 25000 copies with at least two pages in colour.	Newspapers with circulation of 12000 and above, but less than 20000 copies with at least two pages in colour.
'C' category	Newspapers with circulation of 5000 and above, but less than 15000 copies.	Newspapers with circulation of 4000 and above, but less than 12000 copies.
'D' category	Newspapers with circulation of 1000 and above copies, but less than 5000 copies.	Newspapers with circulation of 800 and above copies, but less than 4000 copies.

3.1) A newspaper in English should have a **minimum paid circulation** of not less than 1000 copies **per publishing day** for being considered eligible for empanelment. However, newspapers in **Urdu, Hindi, Dogri, Kashmiri, Ladakhi or any other recognized language** of Jammu and Kashmir should have a minimum paid circulation of **500 copies per publishing day** for being considered eligible for empanelment. A **biweekly/weekly** should have a minimum paid circulation of 2000 copies per week, **fortnightly** 2500 paid copies per two weeks and a **monthly** should have a minimum paid circulation of 3000 copies per month for being considered eligible for empanelment.

3.2) Newspapers and periodicals with all-India circulation, printed and published outside J&K and listed in the approved list of Directorate of Advertising and Visual Publicity (DAVP), Government of India, can also be considered for release of advertisements as and when required by the Government. However, advertisement, to such newspapers / periodicals would be released only on the specific instructions of the Department seeking publication of the

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advertisement in the newspapers / periodicals from outside the state. Such advertisements would be issued on DAVP rates.

3.3) The Circulation claim of a publication will be accepted, only if it is certified by Registrar of Newspapers for India (RNI) and Audit Bureau of Circulation (ABC). The circulation Certificate will be considered valid up to three years from the date of issue for the purpose. **In case the newspaper is not assessed by RNI/ABC, the Empanelment Committee will take into consideration the claim of circulation certified by a recognized Chartered Accountant and the certificate of the Printing Press alongwith the print order of the newspaper/periodical concerned. However, the Department of Information & Public Relations shall also reserve the right to have the figures of circulation, printing capacity, news print consumption and sale proceeds verified through any independent mechanism, in respect of any category of publications as would be considered appropriate.**

3.4) A newspaper/magazine should have the following **Minimum Print Area per page/Number of pages:-**

<b>Category Newspapers/Magazines</b>	<b>Minimum print area per page</b>	<b>Minimum Number of pages</b>
Dailies	400 Col Cms	8
Weeklies	200 Col Cms	16
Fortnightlies	200 Col Cms	24
Monthlies	100 Col Cms	32

#### **Regularity & Standards of Publications**

4) All newspapers/magazines seeking empanelment for the first time should comply with the following:

4.1) The newspaper/magazine must be published uninterruptedly and regularly for a period of not less than 36 months. The applicant to

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be considered as a regular publication should have published the newspaper on at least 25 days in each month during the preceding 36 months. Weeklies should have published 138 issues during the preceding 36 months, fortnightlies 69 issues and monthlies 33 issues during the preceding 36 months. **The Empanelment Committee may relax the regularity conditions, in the event of any exigency like natural disaster or any other condition beyond the control of the Publisher.**

- 4.2) In case of change of periodicity of the publication which is already approved for advertisements earlier for another category, it shall have to wait for another one year before being considered for new category like Daily/Bi-weekly/Weekly.
- 4.3) The Publication should comply with the provisions of the Press & Registration of Books Act, 1867 and the Registration of Newspapers (Central) Rules, 1956 and any other law, rules, regulation as may be applicable in the State of Jammu and Kashmir.
- 4.4) The applicant should furnish a copy of the **Certificate of Registration** issued by the **Registrar of Newspapers for India (RNI)** in the name of the Publisher.
- 4.5) The details of the paper like size, language, periodicity, owner's name, place of publication, print area, number of pages, **details of printing press, list and number of paid employees, address of office premises/contact number/e-mail** of applicant shall also be furnished along with other documents.
- 4.6) Further, it must be substantiated that the newspaper being published is of **reasonable standards** which inter-alia means that:
  - 4.6.1) The print matter and photographs should be legible, neat and clear and without smudges, overwriting and tampering.

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- 4.6.2) There should be no repetition of news items or articles from other issues. There should be no reproduction of news items or articles from other newspaper/magazines and the source of news/articles should be mentioned.
- 4.6.3) Masthead on its front page should carry the title of the newspaper, place, date and day of publication, year of publication, **RNI Registration number**, volume and issue number, number of pages and price of newspaper/magazine.
- 4.6.4) The newspaper should carry imprint line as required under the Press and Registration of Books Act.
- 4.6.5) Inner pages must carry page number, title of the paper and date of publication. **For multi-editions**, place of publication must be mentioned in inner pages also.
- 4.6.6) All the publications must necessarily carry an editorial of its own.
- 4.6.7) A newspaper/periodical should have an established office address in the area from which it is being published.

### **Empanelment Schedule**

- 5) **Fresh applications** for empanelment may be made once a year i.e. in the first week of January. The newspaper Publisher must ensure that his/her publication fulfills all the norms laid down in the Advertisement Policy before applying for empanelment. The application form must be complete in all respects with supporting documents. Incomplete applications will not be considered.
- 5.1) The **empanelment already granted** to Publications earlier by the Directorate of Information, shall remain valid for a maximum period of one year from the date the new advertisement policy comes into effect. Within one year, the Publishers shall have to complete all the requisite formalities and meet the norms set out in the revised Advertisement Policy (2016) for fresh categorization and empanelment.

- 5.2) If a Printer Publisher has more than one title/s registered in his/her name in the same language, with same periodicity and published from same place, only one such publication would be considered for empanelment.
- 5.3) The Empanelment Committee shall afresh examine the existing newspaper/periodical circulation level and recommend to the Government for placing them under the appropriate category (A, B, C & D) for release of advertisements.

### **De-empanelment/ Suspension of Newspapers/ Magazines**

- 6) It shall be the duty of Deputy Director (PR) Kashmir and Deputy Director (PR) Jammu to monitor the content and creative standard of the empanelled newspaper published in their respective divisions and if it is found that a newspaper is not adhering to the reasonable standards of publication, the same shall be reported to Member Secretary, Empanelment Committee i.e. Joint Director Information (Hqr) immediately.
- 6.1) The Empanelment Committee shall have the freedom and the competency to delist any listed newspaper/periodical in the interest of the state or professional ethics, from the approved list.
- 6.2) A newspaper/magazine will be suspended from empanelment by the Empanelment Committee, with immediate effect if:-
- 6.3) Found to have deliberately submitted false information regarding circulation or otherwise.
- 6.4) Found to have discontinued its publication, changed its periodicity or its title or have become irregular or changed its premises/press without due intimation to the Member Secretary of the Empanelment Committee.
- 6.5) It has failed to submit its Annual Return to the RNI or its Annual Circulation Certificate from the prescribed agencies.

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- 6.6.) Indulged in unethical practices or anti national activities.
- 6.7) Convicted by Court of Law for such (6.4) activities.
- 6.8) In such cases the newspaper/magazine will remain suspended for a period decided by the Empanelment Committee, provided that order of suspension shall not be issued without giving a reasonable opportunity to the concerned newspaper/magazine in case of 6.1.), 6.2), 6.3), & 6.4) above.

### **Release of Advertisements.**

- 7) As soon as requisition for release of advertisement is received from various Government Departments / PSUs / Autonomous / Local Bodies, DIPR shall prepare a suitable media list, considering the content, purpose and the target audience of the advertisement.
  - 7.1) DIPR shall carefully select the media to ensure that advertising is as effective as possible and reaches the intended target audience.
  - 7.2) DIPR shall ensure adherence to the prescribed space norms for advertisement. The advertisement shall preferably be given in abstract form only with its full version hoisted on the website of the department from which advertisement requisition has been made.
  - 7.3) No newspaper shall publish Government advertisement without receipt of the relevant Release Order from DIPR.
  - 7.4) The newspaper will be obliged to strictly adhere to the date of publication of the advertisement as specified by DIPR in the Release Order. Publication of advertisement on dates other than that given in the Release Order, unless intimated otherwise, will not be regularized with revalidation of Release Order and no payment will be made in such cases.

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- 7.5) DIPR shall release display advertisements related to social messages and various welfare schemes, which are not date-specific, to magazines that promote the rich historical and cultural heritage, art and literature of Jammu and Kashmir.
- 7.6) For rate purposes, standard advertising unit shall continue to be of per column per centimeter.
- 7.7) Distribution of advertisements to different categories would be made on the basis of the parameters like circulation of the newspaper/periodical, number of pages, life of newspaper/periodical, production standard, tone & content, size of pages and any other parameter as may be deemed appropriate by the Empanelment Committee. No Litho newspaper would be empanelled for advertisement.
- 7.8) While releasing advertisement, DIPR shall as far as possible maintain a judicious balance between various categories of newspapers and shall endeavor to encourage vernacular language and small category newspapers in pursuance of the broad social objectives of the Government of Jammu and Kashmir and for ensuring fairness among various categories of newspapers/magazines.

#### **Submission & Payment of Advertisement Bills**

- 8) The advertisement tariff and the mode of payment would be as per the guidelines of the Finance Department issued from time to time.
- 8.1) In case of corporations / autonomous bodies etc, advertisements will be issued on Government approved rates.
- 8.2) Every newspaper Publisher shall be obliged to submit its advertisement bill to DIPR, complete in all respects, and supported with relevant documents including the actual space used, within **30 days** of the publication of the advertisement.

- 8.3) Every newspaper Publisher shall be obliged to send one copy of the newspaper on its own carrying the Government advertisements to DIPR, failing which payment for the advertisement may not be considered. In addition, DIPR may ask for regular supply of specimen copies of any empanelled publication for the period considered necessary.
- 8.4) Payment of bills of advertisements pertaining to the State Government Departments will be made by DIPR. Payment of bills pertaining to advertisements from PSUs/autonomous bodies/judiciary and all such advertisements which fall under non-budget category shall be made by the concerned departments that send the advertisements to DIPR for release.
- 8.5) No payment shall be made of any bill, if the advertisement to which it relates, has been published after the expiry of the date by which it was required to be published, published incorrectly and without obtaining written order of the Competent Authority.
- 8.6) DIPR shall release payment of advertisement bills only to the **Publishers Bank Account number registered with the Department.**
- 8.7) No change in the Bank Account number shall be entertained during the year of empanelment unless it is justified and found unavoidable or compelling.

**Advertisements to Electronic Media/Internet based News Portals.**

- 9) Subject to the availability of funds, DIPR may consider releasing advertisements to Electronic Media/News Portals which fulfill the criteria, to be determined by the Empanelment Committee. Provided that the Empanelment Committee shall co-opt such experts as it deems appropriate to firm up the criteria for issuing advertisements to the empanelled electronic media/news portals.

**Review of Advertisement Policy**

- 10) The Government shall assess the implementation of this Policy from time to time and may make such amendments in the Advertisement Policy as would be considered appropriate as and when the need arises.

*R. K. Katoch*  
4/02/16.

**(R. K. Katoch) KAS,**  
Additional Secretary to Government.  
Information Department.