



# All Pakistan Newspapers Society

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APNS

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**To: The Publishers,  
All Punjab Based Publications**

**Sub: New Advertisement Policy of Punjab**

Dear Sirs,

We are pleased to inform you that the Chief Minister, Punjab, Mian Shahbaz Sharif has approved the revised Provincial Advertising Policy on the request of the APNS. The amendments to the Policy were prepared by a Joint Committee of the APNS and the DGPR. We expect that with implementation of the new Policy, the problems faced by the Punjab based publications especially, regional members will be addressed to a certain extent.

We enclose herewith a brief outline of new Advertising Policy for your information and request you to kindly monitor its implementation and inform the APNS accordingly so that in case of non-implementation the Government of the Punjab may be approached.

Thanking you,

Yours faithfully,

-s/d-

( Masood Hamid )  
Secretary General  
APNS

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## SALIENT FEATURES OF PUNJAB GOVERNMENT NEW ADVERTISEMENT POLICY.

Punjab Government Advertisement Policy duly approved by the Chief Minister, Punjab on the demand of All Pakistan Newspapers Society categorize the advertisements in different types:

### **1. ADVERTISEMENT OF LOCAL INTEREST.**

A) Advertisements such as Tender Notices, Public auctions/ Situation Vacant of Punjab Government Departments will now be released to One National Urdu and One Regional Newspapers. Earlier there was no regional paper involved as per Advertisement Policy, 2003.

b) Advertisements of Market Committee, Educational institution, Labour, S&GAD, Population Welfare etc will now be released to one English, one Urdu national dailies and one regional newspapers. Similarly, advertisements of School, Colleges etc will also be released to regional newspapers, while in the Advertisement Policy, 2003 there was no regional newspaper.

### **2. SHOW CAUSE NOTICES.**

Show cause notices of all Government Departments will now be released to two national newspapers and one regional newspaper in contrast to Advertisement Policy, 2003 there was no regional newspaper.

### **3. ADVERTISEMENT OF PROVINCIAL INTEREST.**

The advertisements of Provincial interest will be released to 3 national newspapers and 3 regional newspapers. In the 2003 Policy, there were 4 national and two regional newspapers.

### **4. ADVERTISEMENTS OF DISTRICT LOCAL BODIES/ XENS/ ASSISTANT DIRECTOR LOCAL GOVERNMENT ETC.**

A) The advertisements (Auctions) of above departments will be released as per previous practice, which suggest 2 national dailies and 2 regional dailies.

B) Tender notices upto fourteen lac will be released to 2 national and one regional newspaper, while there was no regional paper involved previously.

C) Tender notices between fourteen lac value and less than one crore will be released to 2 national and 2 regional newspapers. And Tender Notices more than one crore value will be released to six newspapers out of which three will be national dailies and three regional newspapers while in the 2003 policy, there was two regional newspapers.

D) Advertisements of Vacancies upto scale 17 will be released to two national and one regional newspaper and upto scale 18 and above, it will be released to two national and two regional newspapers. While there was no regional newspaper in the ads of situation vacant upto scale 15.

Note. 5% ads will be released to linguistic newspapers as usual.

### **5. CAMPAIGN ADVERTISEMENTS.**

25% share of advertisements to the regional newspapers will be ensured by the DGPR. 25% share of regional newspapers in campaign advertisements has now made part of the policy.

### **6. ONLINE AND SOCIAL MEDIA ADVERTISING.**

As per approved advertisement policy, now DGPR and other Punjab Government Departments can release their advertisements to the e papers and social media websites like You tube, Twitter and Face book etc.

**To sum up, national newspapers will get 61 % and regional newspapers 39% which was 25 % in the Punjab Government Advertisement Policy, 2003.**