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PART-I

GOVERNMENT OF SINDH
INFORMATION DEPARTMENT

Karachi dated the 18th December, 2024

NOTIFICATION

NO.SO(C)/(INF)/APFP-Policy-2024/2024:- In supersession of this Department's earlier Sindh Government Advertisement Policy-2023, the Government of Sindh is pleased to revise and enforce the Sindh Government Advertisement Policy-2024 titled "**THE SINDH GOVERNMENT ADVERTISEMENT, PUBLICITY AND FILM PRODUCTION POLICY-2024**" for regulating the advertising communication activities of Government Departments to inform the citizens about their rights, obligations, entitlements and responsibilities about Government policies, decisions, programs, services or initiatives. The Policy-2024 provides a broader framework for Government advertisements and communications to inform and inculcate awareness among the masses on the issues of public importance/interest and achievements of the government through print, electronic (TV and FM Radio), social/digital media, outdoor advertisement, Film, Drama and Documentary Production and allied media.

1. **Short title-** This Policy shall be called as **THE SINDH GOVERNMENT ADVERTISEMENT, PUBLICITY AND FILM PRODUCTION POLICY-2024**.
2. **Commencement-** It shall come into force at once.
3. **Definitions:-** In this Policy, unless there is anything repugnant in the subject or context:
 - (i) "Advertisement" means the communication activities of the Provincial Government Departments for the purpose to reach out to the public at large on various matters of public interest through electronic, print, digital and social media;
 - (ii) "Department" means the Information Department, Government of Sindh;
 - (iii) "Digital Advertisement" means the kinds of communication made by or on behalf of Government Departments to convey message using various platforms and digital channels which includes but is not limited to online advertising, social media advertising, digital display/ graphic advertising, YouTube, search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, e-commerce marketing, e-mail direct marketing, e-books, SMS/MMS on websites, apps or social media through banners or other advertising formats made of text, images, audios, videos, animations, etc.;

- (iv) "Digital Advertisement Agency" means an advertising agency that brings Graphic Design and Copywriting together in consonance with the new technology and the modern marketing techniques, expertise in Social Media Marketing, Performance marketing, Integrated Online Marketing Strategies, Influencer Marketing, Content creation (audio, still and video), paid search, paid social etc. That may include standalone digital ad/marketing agency or any other advertisement agency with designated digital media facility.
- (v) "Digital Marketing Communication" refers to the marketing communication that uses digital media to deliver promotional advertising messages to consumers/audiences with the objective to promote initiatives/products and services, or to influence the behavior of people;
- (vi) "Digital Media" means any form of media that uses electronic devices for creating, modifying, viewing, and distribution of digital advertisement which includes but is not limited to software, video games, videos, websites, social media and other online modes of communication
- (vii) "Digital Technology" means desktop computers, mobile phones and other digital media and platforms for digital advertisement;
- (viii) "Director" means the [Director (Press)] or Director (Advertisement) and includes the Deputy Director(s) of Information Department, Government of Sindh, as the case may be;
- (ix) "E-paper or E-Newspaper" or "electronic paper" are terms different from Internet newspapers and are used for a "digital edition" and/or a 'replica or scanned format' of a printed newspaper accessed via the Internet. E-newspapers are associated with an existing newspaper in print;
- (x) "Government" means the Government of Sindh;
- (xi) "Internet Newspapers or Online Newspaper or News Websites" which is used for generating news content with no association with an existing printed newspaper;
- (xii) "Publisher" means an individual or entity that integrates digital advertisements into its online content;
- (xiii) "Run of Site (ROS)" means that a banner or other type of online advertisement can appear on any page, and usually in any open placement, of a particular website;
- (xiv) "Social Media" refers to mobile, digital and online platforms that allow the creation and exchange of user-generated content by individuals, communities and corporations. Users create and propagate content and engage on such platforms.
- (xv) "Attached Department" refers to a government department or office functioning under the administrative control of the Secretary to the Government of Sindh.
- (xvi) "Corporation" refers to all corporations operating under the control of the Government of Sindh.
- (xvii) "Autonomous Bodies" refers to public entities funded by the Government of Sindh.
- (xviii) "Authority" means an organization that provides public services under the supervision or control of the Government of Sindh.
- (xix) "Project Director" refers to a professional responsible for managing large-scale projects and ensuring their successful delivery under the supervision or control of the Government of Sindh.
- (xx) "Print Advertisement (Budgeted Advertisement)" means advertisements funded through the annual allocated budget.
- (xxi) "Print Advertisement (Non-Budgeted)" refers to advertisements funded by sources outside the annual allocated budget, such as advertisements related to institutions, corporations, public companies, autonomous bodies, authorities, district/union councils, municipal committees, or project directors.
- (xxii) "Electronic Advertisement" refers to TVCs / Documentaries, FM Radio Advertisements, Ticker Messages and announcements on cable television, as well as on Digital/Social Media Platforms, Digital Audio Platforms, applications, search engines and digital publishers/websites.
- (xxiii) "Outdoor Advertisement" refers to any advertisement displayed in public spaces, including but not limited to billboards, banners, posters, streamers, SMDs, Pana flex and bus ads.

- (xxiv) "Print Advertising Agency" refers to an advertising agency specialized in creating and managing advertising in print media such as newspapers, magazines, brochures and other physical publications.
- (xxv) "Electronic Advertising Agency" refers to an advertising agency focused on developing and distributing advertising through electronic media (TV and FM Radio) channels like television, radio and digital streaming platforms.
- (xxvi) "Outdoor Advertising Agency" refers to an advertising agency that designs and manages advertisements for physical outdoor spaces, including billboards, posters, transit ads, signage and other public display formats.
- (xxvii) "Production of Films, Dramas and Documentaries" refers to production of Films, Dramas & Documentaries for public awareness and narrative building.
- (xxviii) "Content and Production Oversight Board (CPOB)" refers to a board under the chairmanship of Minister for Information to oversee all stages of film, drama and documentary.
- (xxix) "Production Houses" refers to a company that manages the creation and development of content for film, dramas and documentaries.

4. Scope

This Policy applies to all government departments, attached departments, institutions, corporations, public companies, autonomous bodies, authorities, district/union councils, municipal committees and project directors (collectively referred to as "client departments") that release or intend to release public sector advertisements and campaigns. To ensure efficiency and transparency, this policy mandates that all public sector advertisements must be released exclusively through the Information Department only.

5. Objective.-

THE SINDH GOVERNMENT ADVERTISEMENT, PUBLICITY AND FILM PRODUCTION POLICY-2024 includes the criteria to ensure that advertising communication activities of Government Departments not only support the policy objectives of the Government but also assure the public that such communication is objective, factual and makes efficient use of public funds. The purpose of the Government advertisements is to reach out to the public at large on various matters of public interest which include categories of advertisements as laid down in the guidelines of Supreme Court of Pakistan, but is not limited to -

- (i) inform the citizens about their rights, obligations, entitlements and responsibilities about the government policies, decisions, programs, services or initiatives etc. to which under the principles of parliamentary democracy and responsible governance, the public has a right to such information;
- (ii) encourage public involvement in government decision making;
- (iii) educate and inform the public about community interests and dangers or risks to public health, safety or the environment etc.;
- (iv) Use publicity to encourage behavior that is in public interest (for example crime prevention or road safety etc.);
- (v) achieve public policy goals;
- (vi) provide information regarding the performance of the Government, including information regarding milestones achieved, new projects and public interest programs, thereby facilitating accountability;
- (vii) ensure that institutions of the Government are visible, accessible and accountable to the public they serve;
- (viii) communicate and explain changes in the law that affect individuals, communities or businesses etc.;
- (ix) commemorate the undisputed national heroes not linked to a political party;
- (x) mark and celebrate the National Days, Days of National Heroes, Cultural Days, Religious Days and International Days of importance;
- (xi) Mark the Annual Urs (Anniversary) of Sufi Saints of Sindh such as Hazrat Qalander Lal Shahbaz (R.A), Hazrat Shah Abdul Latif Bhittai (R.A) and Hazrat Sachal Sarmast (R.A) etc.;

6. Rationale of new Policy.-

This Advertisement Policy supersedes the previous *Advertisement Policy-2023* with the purpose of:

- i. ensure greater transparency, merit and fair play in release of Government Advertisements;
- ii. make policy provisions for changes in mass media landscape;
- iii. take benefit of greater prevalence, outreach and influence of new media outlets in greater public interest;
- iv. Implement the Judgment of Honorable Supreme Court of Pakistan passed in Suo Moto Cases No. 4/2018 and 6/2018 dated 13-03-2018
- v. *Intrroduction of outdoor advertisements and production of films, etc.*

- 7. Criteria for release of Advertisement.-** The advertisements shall be issued to print, electronic (TV and FM Radio), digital, social media and *for outdoor advertisement* on the basis of regularity, frequency, circulation, viewership, quality, audience, market assessment, rating/ ranking, surveys, outreach and influence of the media outlet assessed objectively. The advertisement may take any form or format in the case of print as well as electronic media (TV and FM Radio), digital/social media, *and outdoor advertisement*. As far as possible, the media outlets of similar standing shall be treated equitably in terms of getting government advertisement. Smaller and emerging media outlets championing high standards of publishing and broadcast shall get due share of advertisements.

- 8. Eligibility.-** For publications, the following shall be the eligibility criteria for newspapers, periodicals, magazines etc.:-

- (i) **Declaration:** Having valid and verified declaration from the competent authority.
- (ii) **ABC Certification:** Having valid and verifiable up-to-date Certificate of Circulation issued by the Audit Bureau of Circulation (ABC) of Press Information Department, Government of Pakistan.
- (iii) **Sindh Media List:** Be on the Sindh Media List. The Information Department shall release the updated Sindh Media List after every 90 days. The Media list shall be available on Department's website during its validity.
Any newspaper or periodical must meet the following criteria to be eligible for inclusion in the Sindh Media List:
 - a. *Have a valid declaration of publisher and printer.*
 - b. *Hold a valid ABC certificate.*
 - c. *Possess a valid registration certificate.*
 - d. *Be included in the Combined Media List (CML) issued by Press Information Department (PID), Government of Pakistan and rate letter from the Press Information Department (PID) Government of Pakistan.*
 - e. *An application, along with all the documents mentioned above and a challan payment of Rs.10,000, must be submitted in the name of the Director of Information (Advertisement). The final decision for inclusion in the Sindh Media List will be made with the approval of the Director General (PRs) Information Department Government of Sindh.*
- (iv) **Regularity:** Having valid Regulatory Certificate about frequency and regular publishing, issued by the Director (Press). The Director (Press) shall issue Regularity Certificate for each publication in following manner:-
 - (a) For Dailies: Once in every thirty (30) days;
 - (b) For Weeklies: Once in every sixty (60) days;
 - (c) For Fortnightlies: Once in every ninety (90) days;
 - (d) For Monthlies: Once in every one hundred twenty (120) days; (e) For Quarterlies: Once in every one hundred eighty (180) days.
- (v) **Office Address:** Having physical address of office.
- (vi) **Web Portal:** Having daily updated and functional website with following minimum archives for each type of publication, after the enforcement of the Policy with the approval of the Cabinet:-
 - (a) **Dailies:** Past six (06) months;
 - (b) **Weeklies:** Past six 06 months;
 - (c) **Fortnightlies:** Last twenty four (24) issues; (d) **Monthlies:** Last eighteen (18) issues;
 - (d) **Quarterlies:** Last twelve (12) issues.

- (vii) **Employment:** Having minimum five (05) employees on payroll receiving salaries through the banking channel. These employees shall be in addition to Owner, Employer and Publisher etc. if any.
- (viii) **Membership:** Membership shall be from All Pakistan Newspapers Society (APNS), Sindh Newspapers Society (SNS) and/or Council of Pakistan Newspaper Editors (CPNE) and/or Pakistan Broadcasters Association (PBA) in case of TV channels.
- (ix) **NTN:** Having National Tax Number and name appearing on Active Tax Payers' List.
- (x) **PEMRA:** The Registration with PEMRA or any other relevant Federal or Provincial Regulatory Authority shall be mandatory for electronic media (TV and FM Radio).

9. Ineligibility: (1) Following factors shall render a publication ineligible for advertisements:-

- (i) Prejudicial to integrity, sovereignty and ideology of Pakistan.
- (ii) Repugnant to Islam and Sunnah.
- (iii) Promoting Religious, Sectarian, racist, or ethnic hatred.
- (iv) Calculated to bring into contempt the armed forces of Pakistan.
- (v) Undermining democratic ideals and constitutional governance.
- (vi) Calculated to harm friendly relations with foreign states.
- (vii) Pornographic, obscene and immoral.
- (viii) Guilty of the Contempt of Court.
- (ix) Calculated to disturb Public order.
- (x) Glorifying crime.
- (xi) Irregular publications, off-line or suspended electronic media (TV and FM Radio).
- (xii) The blacklisted and/or convicted media outlets, agencies, directors, owners, partners shall also be ineligible.

10. Advertisements during caretaker Government: All advertising activities must adhere to the policy for caretaker Government. Thus, Government campaign advertising should cease when the caretaker period commences, unless -

- (i) There is an urgent emerging issue;
- (ii) It addresses a social education issue (e.g. road safety campaigns, health campaigns, any emergency service information);
- (iii) It communicates business-as-usual information (e.g. recruitment, timetable changes, traffic plans etc.).

11. Nature of Advertisements Print/ Electronic (TV and FM Radio), Social & Digital Media, Outdoor Advertisements). The following shall be the nature of the advertisements:-

- i. Tender Notice(s), Court Notice(s), Auctions, Jobs and other official ads etc.
- ii. Display Advertisements / Public Notices / Public Awareness Campaigns/ Supplements, Special Editions [quarter (108 cm), custom size (15 x 8 = 120 cm), half page (216 cm), full page (432 cm) and Tabloid size (54 x 29.5 ET)] etc. In case of color advertisements and positions following premium will be allowed viz. color charges (150% extra) in addition to front page position (100% extra) and back page position (50% extra).
- iii. TVCs / Documentaries, FM Radio Advertisements / Tickers/ Announcements / Messages on cable Television, Digital / Social Media Platforms, Digital Audio Platforms, Applications, Search Engines and Digital Publishers, Websites.
- iv. International & National Level Competitive Bids as per SPP Rules 2010 (Amended up to date) (15 and 45 days response time for National and International Bidding respectively).
- v. Outdoor Advertisements, including billboards, posters and transit ads, aimed at reaching the public in various outdoor settings.

12. Procedure for Pre-Release of Advertisements: The following shall apply for the issuance of advertisements:

- a. All types of advertisements shall be released upon the request of the client department, office, organization, etc., or on the instructions of the competent authority, i.e., Secretary Information and/or Minister/Adviser for Information, when required to be issued by the Department, particularly for matters of public interest.
- b. The client department, office, organization, etc., must undergo prior scrutiny of all advertisements to ensure they are work-related and not intended for the purpose of "Welcoming/Congratulating" any VIP. In case of foreign dignitary such advertisement can be released on the instruction of Government.

- c. Before the issuance/distribution of classified advertisements to print media, they shall be evaluated and scrutinized with regard to the content, amounts involved, dates for issuance/receiving back and the process of bid evaluation, required documents and terms and conditions related to the advertisement in question, in accordance with the Sindh Public Procurement Act, 2009 and SPP Rules, 2010 (Amended up to date)
 - d. Each classified advertisement shall include the following information:
 - a) Name, postal address, telephone number(s), cell number(s) and email address (if available) of the procuring agency;
 - b) Purpose and scope of the project/name of work and estimated cost;
 - c) Any other information that the procuring agency may deem appropriate to disseminate at this stage.
- 13. Determination of area / merit for distribution of Advertisements.**
Where an advertisement is purely of divisional/ district/ local nature, it shall be inserted in at-least one newspaper of that region, besides other newspaper as laid down/required in the paras appearing here in after. *While in other cases, where the matter is of the interest of entire Sindh/ Country, it shall be inserted in Regional/ National Newspapers.*
- 14. Advertisements (classified).**
- (i) All classified advertisements viz. Notice Inviting Tenders, Court Notices, Expressions of Interest, Auctions, Vacancies in Government Departments and such other advertisements shall be issued / released to English, Urdu and Sindhi newspapers directly by the Department or through enlisted Advertising Agency. However, classified advertisements requiring creative work (if any) shall also be released through enlisted Advertising Agency.
 - (ii) The following shall be the competent authority for releasing classified advertisements:-
 - a) Information Officer (Advertisement) will be the initiating / communication officer, who will process the request of client department for the classified advertisements.
 - b) Deputy Director Information (Advertisement) will be the supervising officer, who will crosscheck the process for final approval from the Director Information (Advertisement). He / She will be responsible for approval and signing on Release Orders in the absence / leave of the Director Information (Advertisement).
 - c) Director Information (Advertisement): will be the final approving and signing authority of Release Orders in case of all classified advertisements.
 - (iii) Parameters for release of classified advertisements:
 - (a) Notice Inviting Tenders (NIT) involving an amount up-to twenty lacs (Rs.2,000,000/-) shall be given to four (04) newspapers including one national & one regional, keeping in view of the nature and schedule of NIT;
 - (b) Notice Inviting Tenders (NIT) involving an amount more than twenty lacs (Rs.2,000,000/-) shall be given to six (06) newspapers including two national & two regional newspapers, keeping in view the nature and schedule of NIT;
 - (c) *Court Notices shall be released to Newspapers as required by the Honorable Courts/ Registrar special courts STA/ATA Home Department Government of Sindh.*
 - (d) The advertisement concerning situation of vacancies / service matters of the employees (BPS-01 to BPS-10) shall be given to four newspapers;
 - (e) The advertisement concerning situation of vacancies / service matters of the employees of BPS-11 and above shall be given to six newspapers.

NOTE: The number of newspapers can be increased and decreased keeping in view the nature of the advertisement and requirements of client departments (*not more than 6 newspapers*).

15. Print media display advertisements / campaigns:-

The following shall be the competent authority:-

(i) For releasing display advertisements (Black & White):

- (a) For releasing display advertisements (Black & White), the Deputy Director (Advertisement) will be the supervising officer who will crosscheck the process for the display advertisements for final approval from the competent authority as under:-
- (b) Director (Advertisement), in case of quarter to *full page* display advertisements (Black & White);
- (c) Director General (PR), in case of display advertisements of *two full pages* (Black & White);
- (d) *Secretary Information, in case of display advertisements more than two full pages (Black & White); with the consent of Minister / Advisor.*

(ii) For releasing display advertisements (Colour):

- (a) All display advertisements (color), regardless of size or position and any supplements will be subject to approval by the Minister of Information. The Minister will decide and approve the media plan, the number of newspapers, the advertisement/campaign expenses and the selection of an advertising agency for the campaign from among the enlisted advertising agencies on the panel of Information Department.
- (b) The Director (Advertisement) will ensure timely approval of all campaign prior to release of the same and in case of emergency/non-availability of competent authority, post-facto approval shall, in any case, be obtained from the Secretary of the Department.
- (c) All regular newspapers on the media list of the Department, whose rates / tariffs are approved / fixed by the Press Information Department (PID), Government of Pakistan will be considered for the release of advertisements / campaigns of categories as laid down in guidelines of Supreme Court of Pakistan.

NOTE: Display Advertisements of Non-Budgeted Departments, whatsoever in nature (Black & White or Color) will be approved / released by the Director (Advertisement) at his discretion.

(iii) For releasing electronic media (TV and FM Radio) campaigns:

- (a) All electronic media (TV and FM Radio) campaigns will be subject to approval of the Minister Information, who will decide / approve media plan, number of TV / FM Radio Channels, time slot, number of spots, expenses of campaign and selection of advertising agency for release of campaign from among the enlisted advertising agencies on the panel of Information Department;
- (b) All TV Channels, whose rates / tariffs are approved / fixed by the Press Information Department (PID), Government of Pakistan will be considered for the release of electronic media (TV) campaigns.
- (c) All FM Radio, whose rates / tariffs are approved / fixed by the committee of Information Department Government of Sindh will be considered for the release of FM Radio campaigns till the approval of such rates by the PID.
- (d) Rate fixation committee for FM Radio will be constituted under the chairmanship of Director General (PRs) having representatives from FM Radio Advertisement sector and other stakeholders. The committee will be notified by the Secretary Information with the approval of Minister for Information.

Terms of Reference (ToRs) for the Rate Fixation Committee for FM Radio

- i. The Rate Fixation Committee will be responsible for fixation of advertisement rates across FM radio stations for one year.
- ii. The primary objectives of the committee are to review current advertisement rates, analyze market trends and gather input from industry stakeholders.
- iii. Based on these assessments, the committee will propose a structured rate schedule for the financial year that reflects audience reach, time slots and content type, ensuring competitiveness and fairness in the marketplace.

16. Release Order(s).-

- (1) In order to avoid any forgery, the Release Orders for Print/Electronic, FM Radio, Social and Digital media platforms, Websites and Outdoor Advertisement shall be computer generated having a QR Code.
- (2) Classified advertisements will contain four (04) to six (06) newspapers.
- (3) A Release Order for display advertisements / awareness campaigns in print media will contain twelve (12) newspapers.
- (4) A Release Order for Electronic Media (TV and FM Radio) campaigns will contain twelve (12) TV Channels/ F.M Radio.
- (5) More than one release orders can be issued for display advertisement, awareness campaign to Print / Electronic Media (TV and FM Radio), Social, Digital and Outdoor Advertisements with the approval of Minister Information.

17. Meeting the Advertisement Expenditure.-

- (1) For Administrative Departments, their attached departments, and subordinate offices (as per the list issued by the Finance Department, Government of Sindh, included in the budget book up to the financial year 2021-22 and reflected as a single line item from the financial year 2022-23), the expenses for official advertisements including classified ads, display ads, and awareness

campaigns shall be met from the allocations earmarked by the Government in the annual budget for advertisement and publicity.

- (2) For other Government organizations, autonomous bodies and subordinate offices (where advertisement funds have not been earmarked or allocated by the Finance Department) the charges of advertisement shall be collected from client entities through necessary billing by the Information Department.

18. Pre-Qualification, Selection and Appointment of Advertisement Agencies.-

1. The Advertisements requiring creative work and copywriting for media shall be developed by professionals at the Advertising Agency. Since such advertisements may need to be produced on short notice, the Advertising Agency shall be pre-qualified and selected well in advance for a period of one year.
2. Advertising Agencies meeting the following criteria shall be eligible to participate in the pre-qualification process:
 - i. Registration: Having valid registration with relevant regulatory and tax authorities.
 - ii. Experience: Experience of working in the public sector in print media, electronic media (TV and FM Radio), digital/social media and outdoor advertising.
 - iii. Accreditations (APNS): Accreditation with the All Pakistan Newspapers Society (APNS)
 - iv. Accreditations (SNS): Accreditation with the Sindh Newspapers Society (SNS).
 - v. Accreditations (PBA): Accreditation with the Pakistan Broadcasters Association (PBA).
 - vi. Technical Staff: Availability of technical staff with relevant qualifications and experience.
 - vii. Project Creativity: Demonstrable creativity in completed projects.
 - viii. Taxation Profile: Tax documentation and returns filed with tax departments.
 - ix. Client List: A list of clients from public, corporate and private sectors
3. The pre-qualification process for Advertising Agencies will be initiated and completed by the Directorate of Advertisement before the beginning of every financial year through the constitution of a Selection Committee. The committee, shall be headed by the Director General (Public Relations), with Director Information Advertisement as member, Deputy Director Advertisement as member/Secretary and members/representatives from the fields of Print, Electronic (TV and FM Radio) and Social/Digital Media and Outdoor advertisements (as applicable). The Selection Committee will be notified by the Secretary Information with the approval of the Minister for Information and will have the following Terms of Reference (ToRs):
 - i. The Committee shall oversee a structured pre-qualification process for advertising agencies, which includes:
 - a) To issue advertisement for the pre-qualification.
 - b) To review submitted documents and credentials.
 - c) To conduct presentations by the advertising agencies.
 - d) To evaluate agencies based on criteria for technical pre-qualification.
 - ii. The Committee shall identify and recommend qualified advertising agencies to the competent authority for approval within the due course of time. Upon approval from the Minister for Information, the pre-qualified agencies will be notified by the Secretary Information.

19. Criteria for Technical Pre-Qualification.

The following quantifiable criteria will be used for evaluation. The minimum qualifying marks are set at 80 out of a total of 100.

Sr. #	Description	Total Marks	Marks Obtained
01	Quality of Presentation (Content, Designing, Copywriting in English, Urdu, and Sindhi Regional Languages, and Project Creativity)	20	
02	Qualification and Experience of Technical Personnel	10	
03	Experience of Work in Public Sector	10	
04	Experience of Work with Sindh Government	10	
05	Experience in Digital/Social Media	10	
06	Experience in Print Media	10	
07	Experience in Electronic (TV and FM Radio) Media	10	
08	Accreditations (APNS or SNS and PBA)	10	
09	Taxation Profile	10	
GRAND TOTAL		100	

20. Billing (Print and Electronic Media (TV and FM Radio)).

- i. Due diligence shall be exercised by Information Officer (Billing), Deputy Director (Billing) and Director Advertisement, while processing bills for payments on account of advertisements charges.
- ii. The bills of classified advertisements shall be submitted by the newspapers / publications on monthly basis in the first week of every month. The same shall be duly entered in the relevant bills register and acknowledged by the Information Officer (billing).
- iii. The bills of advertisements released through advertising agency shall be submitted by the newspapers / publication through the Advertising Agency within seven (07) days of the publishing of the advertisement. The same shall be duly entered in the relevant bill register and acknowledged by the Information Officer (billing).
- iv. All bills of the advertisements released to media shall be processed and submitted by Information Officer and Deputy Director (Billing) to the competent authority within 07 days of receipt of the bills for payment on monthly basis regularly.
- v. All the bills on account of advertisements shall be processed and submitted to the competent authority after scrutiny and verification of relevant record including computer generated Release Orders (ROs) of the Department, ROs of the Advertising Agency(ies), Bills, Tear Sheets, Invoices, Transmission Certificates by the concerned media houses in accordance with entries in Advertisement Management System (AMS), Advertisement Register, Advertising Agency's Ledgers (Print & Electronic Media) and Third Party Tracking of Electronic Media advertisements.
- vi. Bills shall be checked by Information Officer Billing, cross checked by Deputy Director Billing and further verified and signed by the Director (Advertisement).

21. Payments- The following shall be kept in view while making payments from public exchequer on account of advertisement and publicity:-

- (i) At least thirty (30) days gap shall be maintained for making payments to the newspapers / periodicals, Advertising Agencies from the budgeted as well as non-budgeted accounts, so that required funds got released from the Finance Department, Government of Sindh and the dues could be recovered from the client offices (Non-budgeted).
- (ii) In case of advertisements released through advertising agency(ies), payments of eighty five percent (85%) of the advertisement bills shall be made directly to media outlets.
- (iii) The Advertising Agency's commission (service charges) of fifteen percent (15%) of the bill shall be made to the concerned advertising agency, separately. The Advertising Agency charges include their creative work, smooth execution of advertisement as per Department's directions, third party tracking charges and miscellaneous expenses that Advertising Agency may incur on development and effective execution of advertisement.
- (iv) In case of advertisements released directly by the Department, payments of 100% of the advertisement bills shall be made directly to the concerned media outlets.
- (v) Invoices for payments will be processed from Advertisement Management System (AMS) by complying with the provisions of the Advertisement Policy and Standard Operating Procedure (SOP) for billing and payments to each type of media, under the guidelines of the Finance Department, Government of Sindh.
- (vi) Payments shall be made after the approval by the concerned competent authority.

22. SOP / Documents required for Print Media.- Prior to the payment following documents shall be on record:-

- (i) Media Plan duly approved by the competent authority;
- (ii) Release order issued by the Department;
- (iii) Enlistment of Advertising Agency (Photocopy);
- (iv) Release Order issued by the Advertising Agency, if advertisement released through them;
- (v) Invoices of Advertising Agency, if advertisement released through them;
- (vi) Affidavit from the concerned Advertising Agency, including the CNIC of the signatory, confirming the authenticity of all submitted documents and their responsibility for the accuracy of the billing process; as applicable;
- (vii) Invoice of concerned newspapers;
- (viii) Tear-sheet of concerned newspaper;
- (ix) Print Media to be billed as per approved rates fixed by the Press Information Department (PID), Government of Pakistan.
- (x) The revised/updated rates for print media shall apply to bills/claims from the date of receipt of such a letter by the Information Department and updation in Advertisement Management System (AMS).

23. Documents required for Electronic Media (TV and FM Radio).- Prior to the payment to the electronic media (TV and FM Radio), the following documents shall be on record:

- (i) Media Plan duly approved by the competent authority;
- (ii) Release order issued by the Department;
- (iii) Release Order issued by the Advertising Agency;
- (iv) Invoices issued by the concerned media outlets for billing by the concerned Advertising Agency;
- (v) Invoices of the Advertising Agencies;
- (vi) Transmission Certificate (In Original);
- (vii) Enlistment of Advertising Agency (Photocopy);
- (viii) Affidavit by the concerned Advertising Agency with CNIC of person signing the same to the effect that all the Documents are true and they are responsible for veracity of furnished Documents for the billing process.
- (ix) Electronic Media (TV) to be billed as per approved rates fixed by the Press Information Department (PID), Government of Pakistan. In case of FM Radio advertisements rates fixed by Rate Fixation Committee of the Information department will be applied.
- (x) Report of Third Party Tracking is mandatory and would be the responsibility of the Advertising Agency.
- (xi) *The revised/updated rates for electronic media (TV and FM Radio) shall apply to bills/claims from the date of receipt of such a letter by the Information Department and updation in Advertisement Management System (AMS).*

24. Approval for payments:-

- (1) Payments on account of Non-Budgeted advertisements will be approved by the Director (Advertisement).
- (2) Payments on account of Budgeted Departments will be approved by the Secretary, Information Department.

25. Advertisements in all editions- It shall be mandatory for the Media outlets to publish government-paid advertisements in all relevant print and electronic editions, as well as in other stations, if release orders specify combined editions.

26. Hoisting of Advertisements on Department Website:

The Department shall place on its websites on daily, fortnightly and monthly basis the names of all such publications, media outlets that received Government Advertisements during that period.

27. Scope of Social/Digital media advertisements.-

- (1) Social/Digital Media Advertising and Marketing Communications shall be used to promote and disseminate messages from the Government through the Department's campaigns. These campaigns will focus on government initiatives and significant national and international events.
- (2) The Government shall determine the themes of these campaigns through the Department.
- (3) Nothing in these campaigns shall contradict the Department's existing advertising mechanisms.

28. Applicability of Digital Media Advertisements:

The digital media advertisement policy shall be applicable to all Government Departments, Autonomous or Semi-Autonomous bodies under the administrative control of the Government of Sindh for the release of their advertisements to Websites, Applications, Digital Audio Platforms (such as Spotify and others) and Social Media Platforms [including Facebook, TikTok, Snapchat, Snack Video, Instagram, X (Twitter), LinkedIn and any other platforms] However, those News Websites/ Websites, Digital Publishers, Applications and Social and Digital Media platforms will be *preferred* for Government Digital Media advertisements, which are enlisted with the Department upon fulfilment of the following criteria for enlistment

- i. Verification of Web Traffic to be made by the Department.
- ii. Websites may be owned and operated by Newspapers, TV Channels, or professionals in Pakistan. Any websites or influencers found in violation of Article 19 of the Constitution of the Islamic Republic of Pakistan, 1973, will be removed from the Department's list for online advertisements following a thorough investigation by the content committee and approval from the competent authority, i.e., the Secretary of the Department.
- iii. *In the case of well-known influencers/ celebrities or specific requirements, the Department can release advertisements to un-registered individuals through prequalified advertising agencies.*

29. **Digital/Social Media Campaign Variables/ Keys Metrics:** Digital Marketing Metrics and KPIs are values that are used to measure and track the performance of a digital media campaign. The following metrics may be used to track campaign performance:

Variable Name	Short Definition
CPM	Cost per Thousand Impressions (Mil is a Latin word which refers to Thousand)
CPD	Cost per Duration/Day
CPV	Cost per View

30. **Criteria for payments:** The criteria for payment to digital or social media platforms will be based on the following guidelines:

Sr. #	Activity / Category	Description
1.	A website eligible for Government online advertisement	Must have minimum of 200,000 monthly traffic
2.	For websites/applications, news / newspapers / satellite TV channels the rate will be calculated on CPM (Cost per thousand impressions) and CPD (Cost per day/duration)	Minimum CPM PKR 100 / CPD up to PKR 50,000 (Rates to be decided by Advertisement Rate Fixation Committee)
3.	The Ad rates will be assessed on size, position and placement of the advertisement displayed on the particular website in addition to its brand value.	Rates to be decided by Advertisement Rate Fixation Committee
4.	Sponsored Articles	Notified Rates will be applied as per the PID/PBA

Digital Publishers:

Must have:

- Established office in Pakistan in any of Metropolitan Cities;
- Digital marketing/media specialist /SEO Specialists;
- Digital content specialists;
- Online Research associates;
- Provided Clientele list of handling Digital Advertising Business;
- Adequate financial liquidity to handle Advertisements/ campaigns;
- a valid NTN;

31. Criteria for Release of Digital Advertisements on Department's registered Platforms.-

- All ads and sponsored articles to be released by the Department through enlisted Digital Advertisement Agencies.
- For all display/video digital advertisement campaigns, an open competition may be called for the selection of advertisement agency from among the pre-qualified agencies.
- Varied sizes and criteria for online positioning and placement of the advertisement are listed below (may be re adjusted as per the mobile screen/ tabs and other handy gadgets:

Sr. No.	Size	Position Size Name	Duration	Rates
1.	300 x 250	Medium Rectangle	Per Impression	CPM/ CPD
2.	468 x 60	Full Banner	Per Impression	-do-
3.	728 x 90	Leaderboard	Per Impression	-do-
4.	336 x 280	Large Rectangle	Per Impression	-do-
5.	300 x 600	Half Page	Per Impression	-do-
6.	970 x 250	Bill Board	Per Impression	-do-
7.	970 x 90	Large Leaderboard	Per Impression	-do-
8.	320 x 100	Large Mobile Banner	Per Impression	-do-
9.	300 x 50	Mobile Leaderboard	Per Impression	-do-
10.	160 x 600	Wide Skyscraper or Block road	Per Day Impressions	-do-
11.	120 x 600	Skyscraper or Block road	Per Day Impressions	-do-
12.	120 x 240	Small Skyscraper	Per Day Impressions	-do-
13.	250 x 250	Fat Skyscraper Square	Per Day Impressions	-do-

32. Maximum rates other than banner and video ad placements.- The following shall be the maximum rates for the digital advertisement other than the banner and video ad placement:

1.	Social Platform Activity	Upto Rs.250,000/-
2.	Exclusive Content Production	Upto Rs.500,000/-
3.	Press Release/ Native Article and Article Submissions	Upto Rs.200,000/-
4.	Creative Development for Media Advertising Standard Banner (Static, Animated, HTML 5)	Upto Rs.20,000/-
5.	Creative Development for Media Advertising Rich media (Animated, HTML5)	Up to Rs.100,000/-
6.	Creative Development for Media Advertising Video Ad	Up to Rs.100,000/-

(i) Local Digital Publishers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee.

Tier	Monthly Traffic	Rate
A	5m+	TBD by Advertisement Rate Fixation Committee/PID
B	125,000-5,000,000	TBD by Advertisement Rate Fixation Committee/PID
C	750,000-1250,000	TBD by Advertisement Rate Fixation Committee/PID
D	500,000-750,000	TBD by Advertisement Rate Fixation Committee/PID
E	200,000-500,000	TBD by Advertisement Rate Fixation Committee/PID

(ii) Influencers shall be categorized on the following scale subject to approval by Advertisement Rate Fixation Committee.

Tier	Follower	Rate
A	1.0 M and above	TBD by Advertisement Rate Fixation Committee/PID
B	500K to 999K	TBD by Advertisement Rate Fixation Committee/PID
C	100K to 499K	TBD by Advertisement Rate Fixation Committee/PID
D	Above 50K	TBD by Advertisement Rate Fixation Committee/PID

33. Other Requirements:- The Directorate of Advertisement will maintain and update the list of News Websites and/or portals and/or subsequent any other new media platform(s) and release the advertisement in category-wise allocations as given below based on daily visitors:

- English, Urdu and Sindhi languages be considered in dissemination of the messages / Government advertisements online.
- The quota of five (05) percent for Sindhi language websites (on duly supported formats) shall be given.
- The distribution of advertisement will further be based on audience and regional specification/reach of the News Websites and/ or platforms/portals.
- In case of any violation by the enlisted Digital Advertising Agency, the Department is empowered to black list/suspend or delist the Digital Media Advertising Agency from the Government panel at any time.
- News Websites and/or portals will have to guarantee a minimum viewership on their sponsored articles. In case the minimum viewership is not met, they will have to post additional articles till the minimum viewership guaranteed is reached to ensure payment.

34. Content Committee.-

- i. A Content Committee shall be formed by the Secretary of the Department for checking and ensuring the quality of content produced for campaigns and digital advertisements.
- ii. It may also identify key Government initiatives, projects and devise complete digital media strategy in collaboration with client department.
- iii. The Committee shall consist of:
 - a. Director General (Public Relations) will be the head of Committee;
 - b. Director Advertisement, Information Department;
 - c. Director Social Media, Information Department;
 - d. Director Electronic Media, Information Department;
 - e. One representative of the client Department;
 - f. Two Co-opted members from the Department (well versed in Digital Media);

35. Billing.

- a. The payable charges will include the original budget allocated for the campaign with fifteen percent (15%) service charges for the Advertising/Digital Agency.
- b. In case of advertisements (Banner Ads, Native/PR Articles, *Social Posting/Activity on digital publishers* released through Digital Advertising Agency(ies), payments of eighty five percent (85%) of the advertisement bills shall be made directly to the Websites/Applications.
- c. Any release on Social/Digital Media Platforms via Ad Managers of Social/Digital media (FB, Instagram, Twitter, Snapchat, TikTok, Snack Video, Spotify, LinkedIn, YouTube/Google or any other international platform or applications) are released through Digital Advertising Agency (ies). The payments of these platforms will be on actual spending including all National & International Taxes on above cited Social Media / Digital Platforms, whereas agency's commission (15%) will be paid over and above the billed amount.

36. Payment for Digital Advertisement. The payment for digital advertisement shall be subject to production of:

- i. Media Plan duly approved by the competent authority;
- ii. Release Order issued by Information Department;
- iii. Release Order issued by the Advertisement Agency; (as applicable)
- iv. Invoices issued by media outlets for billing to Advertisement Agency;
- v. Invoices of Advertisement Agency;
- vi. Pre-qualification and Enlistment of Advertisement Agency;
- vii. Affidavit from the concerned Advertising Agency, including the CNIC of the signatory, confirming the authenticity of all submitted documents and their responsibility for the accuracy of the billing process; as applicable.
- viii. Screenshots of Ads / Social Media activity against the campaign.
- ix. Third party tracking (where applicable) for websites / publishers (CPM/CPV based advertisement) would be the responsibility of the Advertising Agency.
- x. If the campaign is released based on CPM/CPD, the Publishers will provide the report of Google Ad Manager of delivered impressions / delivery mandatory for billing. Along with DFP Report, Google Analytics Report will also be submitted within the campaign days.
- xi. If the Campaign is released on CPD basis, Publisher will provide Google Analytics Report of previous thirty (30) days from the end of Campaign date.

37. Payment to Social/ Digital Media.-

- i. Rates will be offered to websites on Cost per Thousand Impressions/*Cost per Day/Duration* (CPM/CPD) basis.
- ii. *Rates fixed by Rate Fixation Committee of Information Department would be followed.*
- iii. Same rates shall apply for all the standard banners on a website, irrespective of banner size 30% extra premium shall be paid for rich media ads.
- iv. For hosting rich media advertisements on 3rd Party, Information Department shall give an additional Rs.60 per CPM as hosting cost to the releasing agency.
- v. If any difference of impressions is observed between 3rd Party reports in the DFP's report, publishers shall be required to cover up for the remaining impressions or bill according to the served impressions.

- vi. The website, web portal, social media platforms shall submit their bills along with *analytics report*, detailing the number of impressions, campaign, time period etc, within 07 days of the completion of the advertisement.
- vii. The certified and recognized third party Advertisement Management Services include Sizmek or Adform, along with others, if any.

NOTE: (i) Other globally recognized social media platforms will be paid on a real-time basis, provided they are supported by original invoices from the respective platforms (e.g., Facebook, X (formerly Twitter), YouTube, Google Ads, Instagram, etc.).

(ii) For social media platforms, international vendors can be engaged for the required media campaigns through enlisted advertising agencies on the panel of Information Department.

38. Registration and advertising mechanism for influencers /bloggers/ vloggers.-

(1) The following shall be the registration and advertising mechanism for influencers/bloggers/v-loggers:-

- (i) Has/have been active on the profile for at least eighteen months prior to registration;
- (ii) Has/have worked with MNCs or Government agencies or any private sector client.

(2) The rates will be fixed by the Advertisement Rate Fixation Committee, notified by the Secretary Information with the approval of Minister for Information.

39. Billing.- The Influencers / Bloggers / V-Loggers would be paid through Advertising Agency.

40. Ads on Digital/Social Media Platforms.-

(1) Social Platforms including but not limited to the following will be used for digital advertisements:-

- (i) Facebook
- (ii) X (Twitter)
- (iii) YouTube and other video streaming sites/apps
- (iv) Instagram
- (v) LinkedIn
- (vi) Snack Video
- (vii) Snapchat
- (viii) Spotify
- (ix) TikTok

- (2) An Administrative Department may opt for Digital Advertisement, whenever deemed appropriate.
- (3) The Government advertising approval process, administered by the Department must be considered and adhered while developing the materials.
- (4) Eligibility and ineligibility of Digital Media and Social Media platforms would be in line with section 8 & 9 of this policy.

41. Outdoor Advertisement Strategy:

- i. All Government Departments, attached Departments, institutions, corporations, public companies, autonomous bodies, authorities, district/union councils, municipal committees, project directors, etc., shall run their outdoor campaigns through the Information Department, Government of Sindh.
- ii. After the pre-qualification process, outdoor campaigns will be released to Outdoor advertising agencies to release through registered/pre-qualified outdoor advertisement vendors.
- iii. Client Departments/Information Department will prepare the outdoor advertisement campaigns through pre-qualified agencies enlisted with the Information Department, Government of Sindh.
- iv. The selection of creative work, design, contents etc. shall be finalized by the Content Committee of Information Department, Government of Sindh and release order will be awarded to the agency.
- v. A Rate Determination Committee headed by Director General (Public Relations) notified by the Secretary Information with the approval of Minister Information will determine the rates for the full financial year, with following terms of references (TORs.):
 - a) Fixation of competitive rates for outdoor advertising for a one-year period based on current market trends.
 - b) Classify advertising spaces by location, type, size, visibility and viewers reach to ensure equitable rates.

- c) Ensure that rates comply with local regulations and safety standards.
- d) Recommend rate categories based on location, type (static or digital) and campaign duration.
- e) Review rates on an annual basis to align them with market changes.

42. Process of Pre-Qualification, Selection & Appointment of Outdoor Advertising Agencies / Vendors:

1. The pre-qualification process for Outdoor Advertising Agencies / Vendors will be initiated and completed by the Directorate of Advertisement before the beginning of every financial year through the constitution of a Selection Committee, headed by Director General (P.R) having representatives from Outdoor Advertising sector. Selection Committee will be notified by the Secretary Information with the approval of the Minister for Information with following ToRs:

- (i) The Committee shall oversee a structured pre-qualification process for outdoor advertising Agencies / Vendors, including issuance of advertisement for the prequalification, review of documents/credentials, presentation by the outdoor advertising Agencies / Vendors and evaluations based on criteria for technical pre-qualification.
- (ii) The Committee shall identify and recommend qualified outdoor advertising Agencies / Vendors to the competent authority for approval. Following the approval from the Minister for Information, the Pre-qualified outdoor advertising Agencies / Vendors will be notified by the Secretary Information

2. The Outdoor Advertising Agencies / Vendors shall fulfill the following requirements prior to pre-qualification and enlistment with Information Department, Government of Sindh: -

- (i) Must be enlisted with the licensing authority as spelled out in Sindh Local Council Rules, 2021
- (ii) The Outdoor Advertising Agencies / Vendors should have the complete organizational structure capable of handling, designing, printing and employing specialized / qualified professionals with adequate experience in dealing with advertisements and media
- (iii) The aspirant Outdoor Advertising Agencies / Vendors shall submit following details / documents at the time of process of pre-qualification
 - (a) Complete Profile along with details of all the employees
 - (b) NTN Number / Certificate
 - (c) Registration Certificate
 - (d) Date of establishment and length of experience
 - (e) SECP, FBR & SRB Registration Certificate
- (iv) The Outdoor Advertising Agencies / Vendors must submit an affidavit on stamp paper indicating therein that it has not been blacklisted by any government department / organization of Federal / Any Provincial Government
- (v) The Outdoor Advertising Agencies / Vendors must adhere to the policy guidelines and instructions. In Case of any violation, the Information Department, Government of Sindh shall reserve the right to suspend, blacklist or delist the agency
- (vi) All Outdoor Advertising Agencies / Vendors shall be required to provide taxation profile including details of returns file with FBR for the last three (03) years
- (vii) The Outdoor Advertising Agencies / Vendors must have a demonstrable project art work creativity.
- (viii) The shortlisted Outdoor Advertising Agencies / Vendors must give a presentation whenever the work is awarded.

43. Eligibility / Criteria for Pre-Qualification: -

Sr. #	Description	Total Marks	Marks Obtained
01	Quality of Presentation (Content, Designing, Project Creativity)	30	
02	Experience of work in Public Sector (in Outdoor Advertising)	20	
03	Experience of work in private sector (in Outdoor Advertising)	20	
04	Qualification and Experience of Technical Personnel	15	
05	Taxation profile	15	
GRAND TOTAL		100	

Minimum Qualification Score: 70/100.

44. Categories and sizes for Release of Outdoor Advertisements: -

Varied categories and sizes for placement of the outdoor advertisements are enlisted below:-

KARACHI DIVISION

Location	Category	Size	Total Sq.ft.
01 DHA / Clifton / Shahrah-e-Faisal	Bill Board Small	45 x 15	675
	Bill Board Medium	60 x 20	1200
	Bill Board Large	60 x 30	1800
02 Gulshan / North Nazimabad / PECHS	Banner Small	6 x 3	18
	Banner Large	9 x 3	27
	Streamers	3 x 6	18
03 FB Area/ Gulistan-e-Jauhar/ North Karachi	Bridge Panel	80 x 12	960
	Bus Small	---	975
04 Other important locations	Bus Large	---	1175
	SMD SMALL		15 Sec, Slot
	SMD LARGE		15 Sec, Slot

HYDERABAD DIVISION

Location	Category	Size	Total Sq.ft.
01 Saddar Cannt Area / Qasim Chowk / Garrison	Bill Board Small	45 x 15	675
	Bill Board Medium	60 x 20	1200
	Bill Board Large	60 x 30	1800
02 Auto Ban / Giddu Chowk / Fateh Chowk	Banner Small	6 x 3	18
	Banner Large	9 x 3	27
	Streamers	3 x 6	18
03 Latifabad / Qasimabad / Haider Chowk	Bridge Panel	80 x 12	960
	Bus Small	---	975
04 Other important locations	Bus Large	---	1175
	SMD Small		15 Sec, Slot
	SMD Large		15 Sec, Slot

MIRPURKHAS DIVISION

Location	Category	Size	Total Sq.ft.
01 Char Minar	Bill Board Small	45 x 15	675
	Bill Board Medium	60 x 20	1200
	Bill Board Large	60 x 30	1800
02 Chandni Chowk	Banner Small	6 x 3	18
	Banner Large	9 x 3	27
	Streamers	3 x 6	18
03 DC Office Road	Bridge Panel	80 x 12	960
	Bus Small	---	975
04 Other important locations	Bus Large	---	1175
	SMD SMALL		15 Sec, Slot
	SMD LARGE		15 Sec, Slot

SHAHEED BENAZIRABAD DIVISION

Location	Category	Size	Total Sq.ft.
01 National Highway (N-5)	Bill Board Small	45 x 15	675
	Bill Board Medium	60 x 20	1200
	Bill Board Large	60 x 30	1800
02 Main Market	Banner Small	6 x 3	18
	Banner Large	9 x 3	27
	Streamers	3 x 6	18
03 Nawabshah Medical Complex	Bridge Panel	80 x 12	960
	Bus Small	---	975
04 Other important locations	Bus Large	---	1175
	SMD SMALL		15 Sec, Slot
	SMD LARGE		15 Sec, Slot

SUKKUR DIVISION			
Location	Category	Size	Total Sq.ft.
01 Military Road / Press Club / Dolphin Chowk	Bill Board Small	45 x 15	675
	Bill Board Medium	60 x 20	1200
	Bill Board Large	60 x 30	1800
02 Minara Road / Bander Road / Ghanta Ghar	Banner Small	6 x 3	18
	Banner Large	9 x 3	27
	Streamers	3 x 6	18
03 Old Sukkur SEPCO / Shikarpur Road / Canal Road	Bridge Panel	80 x 12	960
	Bus Small	---	975
04 Other important locations	Bus Large	---	1175
	SMD SMALL		15 Sec, Slot
	SMD LARGE		15 Sec, Slot

LARKANA DIVISION			
Location	Category	Size	Total Sq.ft.
01 VIP Road / VIP Flyover	Bill Board Small	45 x 15	675
	Bill Board Medium	60 x 20	1200
	Bill Board Large	60 x 30	1800
02 Jinnah Road	Banner Small	6 x 3	18
	Banner Large	9 x 3	27
	Streamers	3 x 6	18
03 Sheikh Zayed / Pakistan Chowk	Bridge Panel	80 x 12	960
	Bus Small	---	975
04 Other important locations	Bus Large	---	1175
	SMD SMALL		15 Sec, Slot
	SMD LARGE		15 Sec, Slot

45. The following shall be the competent authority for releasing Outdoor Advertisements.
- Information Officer (Advertisement) will be the initiating / communication officer, who will process the request of client department for the Outdoor Advertisements.
 - Deputy Director Information (Advertisement) will be the supervising officer, who will crosscheck the process for final approval from the Director Information (Advertisement). He / She will be responsible for approval and signing on Release Orders in the absence / leave of the Director Information (Advertisement).
 - Director Information (Advertisement): will be the signing authority of Release Orders in case of all Outdoor Advertisements.
 - All Outdoor advertisements, regardless of size or locations, will require approval from the Minister for Information, who will also determine and inter-alia approve the media plan, Outdoor campaign expenses and selection of Advertising Agency from among the pre-qualified Outdoor Advertising agencies on the panel of Information Department.
 - The Director (Advertisement) will ensure timely approval of all campaigns prior to their release. In cases of emergency or unavailability of the competent authority, post-facto approval must be obtained.

46. Billing :-

- Due diligence shall be exercised by Information Officer Billing, Deputy Director Billing and Director Advertisement, while processing bills for payments on account of Outdoor advertisements.
- The bills of Outdoor advertisements released through advertising agency shall be submitted by the outdoor venders through the Outdoor Advertising Agency within seven (07) days from the completion of campaign. The same shall be duly entered in the relevant bill register (for Outdoor Advertisements) and acknowledged by the Information Officer (billing).
- All bills of the outdoor advertisements released to Outdoor Advertising Agencies / venders shall be processed and submitted by Information Officer and Deputy Director (Billing) to the competent authority within 07 days of receipt of the bills for payment.
- All the bills on account of outdoor advertisements shall be processed and submitted to the competent authority after scrutiny and verification of relevant record including computer generated Release Orders (ROs) of the Department, ROs of the Advertising Agency(ies), Bills, Digital Photos (Still) with daily leading newspaper showing date, for the entire approved period of display, on daily basis, Video Evidence of the Display for the entire approved period, Google Map Tracking Report, on daily basis, Completion Report / Power Point Presentation in respect of the approved period for outdoor advertisement.

47. Payments.-

The following shall be kept in view while making payments from public exchequer on account of advertisement and publicity:-

- (i) At least thirty (30) days gap shall be maintained for making payments to the Advertising Agencies/ Outdoor Vendors from the budgeted as well as non-budgeted accounts, so that required funds got released from the Finance Department, Government of Sindh and the dues could be recovered from the client offices (Non-budgeted).
- (ii) In case of advertisements released through advertising agency(ies), payments of eighty five percent (85%) of the advertisement bills shall be made directly to the Outdoor Vendors.
- (iii) The Advertising Agency's commission (Service Charges) of fifteen percent (15%) of the bill shall be made to the concerned advertising agency, separately. The Advertising Agency charges include their creative work, smooth execution of advertisement as per Department's directions and miscellaneous expenses that Advertising Agency may incur on development and effective execution of advertisement.
- (iv) In case of advertisements released directly by the Department, payments of 100% of the advertisement bills shall be made directly to the concerned Outdoor vendors.
- (v) Documents required for Outdoor Advertisements: Prior to the payment following documents shall be on record:-
 - a) Business and Media Plan duly approved by the competent authority.
 - b) Release order issued by the Department.
 - c) Enlistment of Outdoor Advertising Agency (Photocopy).
 - d) Release Order issued by the Outdoor Advertising Agency, if advertisement released through them.
 - e) Invoices of Outdoor Advertising Agency, if advertisement released through them.
 - f) Affidavit from the concerned Outdoor Advertising Agency, including the CNIC of the signatory, confirming the authenticity of all submitted documents and their responsibility for the accuracy of the billing process; as applicable.
 - g) Digital Photos (Still) with daily leading newspaper showing date, for the entire approved period of display, on daily basis.
 - h) Video Evidence of the Display for the entire approved period.
 - i) Google Map Tracking Report, on daily basis.
 - j) Completion Report / Power Point Presentation in respect of the approved period for display.
- (vi) Payments shall be made after the approval by the Principal Accounting Officer / Secretary Information Department.
- (vii) If an approved campaign is not completed for any valid reason, the Outdoor Advertising Agencies/Vendors will be responsible for completing the remaining duration/days of the campaign. Otherwise, billing/claims will only be applicable for the period during which the campaign was conducted.

48. Production of Films, Dramas and Documentaries for Public Awareness and Narrative Building:

The Government of Sindh recognizes the transformative power of visual storytelling in promoting public awareness, narrative building, celebrating Sindh's rich cultural heritage and advancing key government initiatives. This policy establishes a clear framework for producing films, dramas and documentaries through prequalified production houses on the panel of the Information Department.

To ensure policy objectives, a Content and Production Oversight Board (CPOB) will be constituted under the chairmanship of the Minister for Information to manage project approvals, monitoring and evaluation.

49. Objectives:

- i. **Raise Public Awareness:** Address societal issues such as education, women's empowerment, human rights, anti-terrorism and social through impactful content and narrative building.
- ii. **Promote Cultural Heritage:** Showcase Sindh's history, art, traditions and landmarks.
- iii. **Enhance Tourism:** Highlight Sindh's natural and cultural attractions to attract domestic and international tourists.
- iv. **Support Local Talent:** Encourage and empower Sindh's creative and technical professionals.
- v. **Align with Policy Goals:** Ensure all productions reflect Sindh Government's strategic messaging and regulatory compliance.
- vi. **Maintain Transparency:** Establish clear guidelines for project approvals, milestones and payments.

a. Composition of the CPOB

- | | |
|---|--------------------|
| i. Minister for Information | (Chairman) |
| ii. Secretary Information | (Member) |
| iii. Director General (PRs) | (Member/Secretary) |
| iv. Director Information (Films) | (Member) |
| v. Independent representative from Media Industry | (Member) |
| vi. Scriptwriter/Intellectual | (Member) |
| vii. Representative from Arts Council Karachi | (Member) |
| viii. Two renowned Artists | (Members) |
| ix. Representative from Civil Society | (Member) |

Additional Expertise: The board may invite subject-matter experts (e.g., historians, educationists, or specialists) for specific projects/ special initiative.

Content and Production Oversight Board will be notified by the Secretary Information with the approval of Minister for Information.

b. Responsibilities of the CPOB

- Policy Implementation:** Ensure all productions align with government priorities and policy objectives.
- Project Approvals:** Review and approve topics concepts, scripts and production plans.
- Budget Oversight:** Approve project budgets and ensure cost efficiency.
- Monitoring and Evaluation:** Track progress at predefined milestones and recommend necessary course corrections.
- Final Deliverables:** Approve completed projects for public release based on quality and compliance.

53. Scorecard for Evaluating Scripts and Concepts:-

This scorecard assesses the eligibility of scripts and concepts for films, TV dramas, and documentaries designed to promote a positive image of the Sindh and society. Each criterion is rated on a scale of 1-10 (1 = Very Poor, 10 = Excellent). A project must score at least 70 out of 100 to be considered eligible.

S/No	DESCRIPTION	MARKS
01	Alignment with Sindh Government's Objectives:	20
	a) Does the concept reflect align with Sindh government's key priorities and narrative building? b) Does it accurately represent the region's challenges and solutions without exaggeration or negative bias?	
02	Cultural and Historical Representation:	15
	a) Does the story authentically highlight Sindh's heritage, traditions and values? b) Does it showcase notable historical figures, landmarks, or cultural achievements?	
03	Relevance to Contemporary Issues:	15
	a) Does the story address pressing issues in Sindh (e.g., women's empowerment, climate resilience or social justice)? b) Does it suggest actionable or inspiring solutions?	
04	Emotional Appeal and Relatability:	10
	a) Does the script connect with audiences emotionally and at a human level? b) Are the themes relatable to Sindh's population and broader audiences?	
05	Visual and Artistic Merit:	10
	a) Does the concept feature compelling visual elements that showcase Sindh's beauty? b) Is the presentation visually innovative or artistically impactful?	
06	Feasibility of Production:	10
	a) Can the project be executed within realistic budget and timeline? b) Are resources (e.g. talent, sets, and locations.) readily available?	
07	Potential for Positive Impact:	10
	a) Can the content improve perceptions of Sindh locally and globally? b) Will it inspire pride or positive action among Sindh's citizens?	
08	Audience Appeal and Marketability:	10
	a) Does it have the potential to engage diverse audiences locally and internationally? b) Can it be distributed on platforms like TV, film festivals, or digital media?	
TOTAL		100

50. Scope of the Policy:

This policy governs the production of visual content designed to raise public awareness, narrative building and support government initiatives, including:

- i. **Feature Films:** Full-length productions focusing on themes of public importance.
- ii. **Dramas/Series:** Episodic stories addressing cultural, social and developmental narratives.
- iii. **Documentaries:** In-depth visual explorations of specific topics, such as development projects, national heroes and societal issues.
- iv. **Mini Documentaries:** Short, focused productions for quick and effective messaging.
- v. **Children's Programs:** Content aimed at educating and engaging young audiences.
- vi. **Any other topic/theme, which the board may deem fit and approve.**

51. Themes of Drama/Films:

- (i). **Countering Terrorism:** Efforts of Pakistan / Success Stories (The sacrifices of public and Law enforcing Agencies), Global acknowledgement of Pakistan's contribution with regard to countering terrorism in the region.
- (ii). **Countering Violent Extremism:** Exposing negative role of religious clergy, education system, society and media. Showing positive role of civil society, academia, scholars and Law enforcing Agencies.
- (iii). **Women Empowerment:** A balanced approach in line with the dictates of our religion and culture yet enlightened enough to be in sync with widely accepted international trends. Present heroic images of women based on true / imaginary personalities to create a model / ideal to emulate.
- (iv). **Curbing Populist Tendencies:** Political / social polarization a serious threat to democracy and societal peace. Promote global enlightened values of democracy and societal harmony.
- (v). **Restricting Sub-Nationalism:** The phenomenon becomes threat to Federation; spirit of nationalism should be promoted in the youth.
- (vi). **Strict Check on Smuggling:** Expose the smuggling terrorism nexus. Highlight the importance of border management system and Pakistan army's contribution on border fencing.
- (vii). **Social Media:** Exposing the negative content including Fake News, Propaganda, Defamation and Irresponsible Tendencies with a view to explore solution.
- (viii). **Inciting Hate & Violence:** Hate speech / content are seriously affecting the society, to promote acceptance and tolerance in the society by exposing and condemning the inciters of hate and violence.
- (ix). **Corruption:** The corruption is considered a major cause of backwardness of the societies. Corruption is also the root cause of poor governance. Generating awareness amongst people to say no to anyone doing corruption.
- (x). **Inculcation of National Pride (Pakistaniyat):** Build and project the spirit of nationalism and patriotic behaviors of the citizens including diaspora sitting abroad.
- (xi). **Kashmir:** Projection of the indigenous struggle of people of IIOJ&K to get the right of self-determination while exposing Indian state terrorism in the valley of Kashmir.
- (xii). **Pakistan Zero Tolerance for Militants / Jihadists:** Project the national resolve; Zero Tolerance of the state for jihadists / militants. Present Pakistan's positive, bright and soft image as a friendly nation / society.
- (xiii). **Money Laundering / Terror Financing:** Project Pakistan's positive steps in this regard. Pakistan has taken many successful actions to stop money laundering and terror financing including banning of many organizations / NGOS/INGOs. Also generate awareness among people not to financially support any terror sponsoring group wittingly or un-wittingly.
- (xiv). **Army / Air Force / Navy:** Projection of armed forces of Pakistan particularly their role in nation building projects.

52. Formation of the Content and Production Oversight Board (CPOB)

The CPOB will oversee all stages of project planning, approval and implementation to ensure adherence to policy objectives and technical standards.

54. Decision Thresholds:

- Approved: 70+ points
- Conditional Approval: 60-69 points (requires revisions)
- Rejected: <60 points

55. Prequalification of Production Houses:

1. The pre-qualification process for Production Houses will be initiated and completed by the Directorate of Films, Information Department before the beginning of every financial year through the constitution of a Selection Committee. Production Houses will be pre-qualified/enlisted on the panel of Information Department for the period of two years, to ensure continuity of the project. The selection committee, shall be headed by the Director General (Public Relations), with Director Information Advertisement as member, Director Information Films as member/ Secretary and members/representatives from the Film and Drama Industry. The Selection Committee will be notified by the Secretary Information with the approval of the Minister for Information and will have the following Terms of Reference (ToRs):

- i. The Committee shall oversee a structured pre-qualification process for Production Houses, which includes:
 - a) To issue advertisement for the pre-qualification.
 - b) To review submitted documents and credentials.
 - c) To conduct presentations by the production houses.
 - d) To evaluate production houses based on criteria for technical pre-qualification.
- ii. The Committee shall identify and recommend qualified production houses to the competent authority for approval within the due course of time. Upon approval from the Minister for Information, the pre-qualified production houses will be notified by the Secretary Information.

2. Production houses meeting the following criteria shall be eligible to participate in the pre-qualification process:

56. Eligibility Criteria:-

- i. Registration and Compliance:
 - a) Must be registered with Securities and Exchange Commission of Pakistan (SECP), Federal Board of Revenue (FBR) and Sindh Revenue Board (SRB).
 - b) Possess valid licenses for media production in Pakistan.
- ii. Team Qualifications:
 - a. Skilled creative professionals (directors, writers, cinematographers, editors).
- iii. Financial Stability:
 - a. Evidence of financial soundness through tax returns, audited accounts and bank statements.
- iv. Content Compliance:
 - a. Commitment to ethical, culturally sensitive and regulation-compliant content creation.

57. Evaluation and Scoring System for Prequalification:-

S/No	Criteria	Marks
1.	Team Qualifications	Creative staff credentials
		Technical staff credentials
2.	Financial Capacity	Financial documentation
		Compliance with tax and legal standards
3.	Content Standards	Adherence to IP laws and content regulations
		Compliance with local media guidelines
4.	References and Testimonials	From public sector clients
		From other reputable organizations
Grand Total		100

Minimum Qualification Score: 70/100.

58. Terms of Reference (ToRs) for Production Houses:-

- i. Alignment with Objectives: Ensure all productions align with the government's priorities and strategic goals.
- ii. Technical Standards: Adhere to professional standards for video, sound and post-production quality.
- iii. Transparency: Provide itemized invoices and financial records for each project phase.
- iv. Ownership Rights: Transfer all intellectual property rights to the Sindh Government upon project completion.
- v. Reporting: Submit periodic progress reports, including updates on milestones and expenditures.

59. Production Milestones and Payment Structure:-**a. Predefined Milestones**

- i. Concept Approval: Script and storyboard approval by the CPOB.
- ii. Pre-Production: Submission of detailed production schedules, budgets and resource allocation plans.
- iii. Production Phase: Completion of filming, verified through progress reports.
- iv. Post-Production: Submission of edited content, including sound design and visual effects.
- v. Final Approval: CPOB review and acceptance of final deliverables.

b. Payment Structure

- i. 10% upon concept and pre-production approval.
- ii. 30% upon starting of project.
- iii. 40% upon project completion / recording.
- iv. 10% upon editing.
- v. 10% upon final submission of project.

60. Monitoring and Evaluation:-

- i. Progress Monitoring: The CPOB will monitor all stages of production through milestone-based evaluations.
- ii. Impact Assessment: Post-production reviews will assess the effectiveness of content in achieving public awareness objectives.

61. Financial and Administrative Guidelines:-

- i. Budget Allocation: Funds will be sourced initially from the budgetary allocation by the Government of Sindh and initially placed under the head of account Advertising and Publicity budget head. Later on a non-lapsable account will be created with the permission of Competent Authority and Finance Department, Government of Sindh.
- ii. The Board shall sell its productions, including films, dramas, documentaries, etc., to TV channels, cinemas, and other national and international platforms. The proceeds from such sales shall be collected and utilized through the Board's non-lapsable account maintained under the DDO ship of Director Information (Films) Information Department, Govt. of Sindh.
- iii. Financial Transparency: Production houses must maintain clear and auditable financial records for all project expenses.

62. Billing and Payments:-

- i. Due diligence shall be exercised by Information Officer (Billing), Deputy Director (Billing) and Director Films, while processing bills for payments on account of production charges.
- ii. The bills shall be submitted by the production houses on predefined milestones. The same shall be duly entered in the relevant bills register and acknowledged by the Information Officer (billing).
- iii. All bills shall be processed and submitted by Information Officer and Deputy Director (Billing) to the competent authority within 07 days of receipt of the bills for payment.
- iv. All the bills on account of production houses shall be processed and submitted to the competent authority after scrutiny and verification of relevant records including detailed invoices with itemized expenses for each project phase, viz. pre-production, production and post-production costs etc.
- v. Bills shall be checked by Information Officer Billing, cross checked by Deputy Director Billing and further verified and signed by the Director Information (Films).
- vi. Production houses must submit detailed invoices with itemized expenses for each project phase, including pre-production, production and post-production costs.
- vii. Each invoice must be accompanied by supporting documents, such as receipts, cost breakdowns and descriptions of services rendered.

63. Payments:-

- i. Payments will be released in accordance with pre-defined project milestones as approved by the CPOB.
- ii. The final payment will be made upon project completion and final approval by the CPOB.

64. Dispute resolution.-

- (i) If there is a dispute between the Department and media outlet or Advertising Agency, that shall be resolved in the light of provision of financial, procurement and advertisement rules and regulations of Government.
- (ii) The appeal against the decision of the Department shall lie before the Chief Secretary to Government whose decision shall be final.

65. Violation of policy as misconduct.-

1. It is mandatory for all departments, subordinate departments, organizations, institutions and bodies under government control must route their advertisements for print, electronic media (TV and FM Radio), FM radio, digital/social media and *outdoor advertisements* through the Department.
2. No government department, local body, council, or organization under Government control shall release any advertisement, what so ever nature, directly to print media, electronic media (TV and FM Radio), FM radio, or digital/social media and *outdoor vendors*.
3. Any action that violates paragraph (2) shall be considered "misconduct" on the part of officer of the client department (*who has signed and released the advertisement*) and shall be dealt under the relevant E&D Rules of Sindh Government by his/her competent authority upon the identification by the Information Department.
4. No newspaper, TV channel, FM radio, digital/social media and *outdoor vendor* shall publish or air official government advertisements without a Release Order from the Department or the advertising agency enlisted with the Department.
5. Advertisements of newspapers, TV channels, FM radio, digital social media platforms, *outdoor vendor* and Film Production Houses will be suspended (for one month) if that publishes or airs official advertisements from any government department under the administrative control of the Sindh Government without release order of the Information Department.

66. Miscellaneous.-

The Department may review **THE SINDH GOVERNMENT ADVERTISEMENT, PUBLICITY AND FILM PRODUCTION POLICY-2024** in consultation with stakeholders to modify the policy in accordance with changed ground realities, if required.

(NADEEM-UR-REHMAN MEMON)
SECRETARY TO GOVERNMENT OF SINDH