



The Sindh Government Gazette

Published by Authority

KARACHI MONDAY OCTOBER 09, 2023

PART-I

GOVERNMENT OF SINDH
INFORMATION DEPARTMENT

Karachi dated the 22nd September, 2023

No.SOC/INF/Advt-Policy-2023/2023-24:- In supersession of this Department's earlier Sindh Government Advertisement Policy-2022, the Government of Sindh is pleased to enact and enforce the Advertisement Policy-2023 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-2023 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 in print, electronic, social, digital, new and allied media.

1. **Short title.-** This Policy shall be called as the Sindh Government Advertisement Policy 2023.
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

(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.;

5. **Rationale of new Policy.-** This Advertisement Policy is in supersession of earlier Advertisement Policy of 2022, for the purpose to -

- (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.

6. **Criteria for release of Advertisement.-** The advertisements shall be issued to print and electronic media, digital/social media 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 and digital/social media. 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.

7. **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) **Media List:** Be on the Sindh Media List for at least last three (03) months. The Information Department shall release the updated Media List after every 90 days. The Media list shall be available on Department's website during its validity.
- (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;
- (e) 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.

8. **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.

individuals, communities and corporations. Users create and propagate content and engage on such platforms.

4. **Objective.-** The Sindh Government Advertisement Policy-2023 includes the criteria to ensure that advertising communication activities of Government Departments not only support the policy objectives of the Government but that the public can be confident that the communication from the Government 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;

(2) The blacklisted and/or convicted media outlets, agencies, directors, owners, partners shall also be ineligible.

9. 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.).

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

- a) Tender Notice(s), Court Notice(s), Auctions, Jobs and other official ads etc.
- b) Display Advertisements/Public Awareness Campaigns/ Supplements, special editions (tabloid size) etc.

- c) TVCs / Documentaries, tickers/ announcements messages on cable television, Digital / Social Media Platforms, digital audio platforms, applications, search engines and digital publishers & websites.
- d) International & National Level Competitive Bids (45 days response time required).

11. **Procedure for Pre-Release of Advertisements:** Following shall apply for issuing of advertisements:-

- (i) All kinds of advertisements shall be released on the request of client department, office, organization etc. or on the instructions of competent authority i.e. Secretary Information and/Minister/Adviser for Information, if required to be released by the Department particularly on the matters of public interest.
- (ii) The client department office, organization etc. shall undergo prior scrutiny of all advertisements to ensure that they are work-related and not for the purpose of "Welcoming / Congratulating" any VIP or Foreign dignitary.
- (iii) Before issuance / distribution of classified advertisements to print media, it shall be evaluated and scrutinized with regard to the contents, amounts involved, dates for issuance of / receiving back and process of evaluation of the bid, documents required and terms and conditions related to the advertisement in question in accordance with Sindh Public Procurement Act, 2009 and SPPRA Rules 2010.
- (iv) Each classified advertisement shall contain information which may include –
 - (a) name, postal address, telephone number(s), WhatsApp number(s), e-mail 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 procuring agency may deem appropriate to disseminate on this stage.

12. **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.

13. **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. However, classified advertisements requiring creative work (if any) shall be released through enlisted Advertising Agency.

(ii) Advertising on postal envelopes:

- a) This type of Advertising will be with Pakistan Post.
- b) Its billing would be according to Pakistan post tariff.

(iii) 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.

(iv) 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 given to three (03) newspapers;
- (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.

14. Print media display advertisements / campaigns:-(1) The following shall be the competent authority:-

- (i) 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:-
 - (a) Director (Advertisement), in case of quarter and half page display advertisements (Black & White);
 - (b) Director General (PR), in case of display advertisements of one full page (Black & White);
- (ii) for releasing display advertisements (Colour):
 - (a) in case of display advertisements (color) of all sizes / positions and supplements, the approval will be sought in writing from the Minister Information;

- (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.

(iii) for releasing electronic media campaigns:

- (a) all electronic media campaigns will be subject to approval of the Minister Information who will decide / approve media plan, number of TV / FM Radio Channels, social and digital media platforms, cable television / websites, 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 / Radio Channels, social and digital media platforms, websites whose rates / tariffs are approved / fixed by the Press Information Department (PID), Government of Pakistan, will be considered for the release of electronic media campaigns of categories as laid down in guidelines of Supreme Court of Pakistan.

(2) 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 in consultation with Information Officer (Advertisements) and Deputy Director (Advertisement), subject to proof of availabilities of funds.

15. Release Order(s).- (1) In order to avoid any forgery, the Release Orders for Print/Electronic, FM Radio, Social and Digital media platforms, Websites 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 campaigns will contain twelve (12) TV Channels.

(5) More than one release order can be issued for display advertisement awareness campaign to Print / Electronic Media, with the approval of Minister Information.

16. Meeting the Advertisement expenditure.- (1) In case of Administrative Departments, their attached departments and subordinate offices (as per list issued by the Finance Department, Government of Sindh), the charges on account of official advertisements including classified, display

advertisements and awareness campaigns shall be met out from the allocation earmarked by the Government in annual budget for advertisement and publicity. The rates fixed by Government of Pakistan shall apply.

(2) In case of other Government organizations, autonomous bodies and subordinate offices (whose funds for the advertisements have not been earmarked / allocated by the Finance Department) the charges of advertisement shall be collected from client entities through necessary billing by the Information Department.

17. Pre-Qualification, Selection and Appointment of Advertisement Agencies.- (1) The advertisements requiring creative work, copywriting for media shall be developed by professionals at Advertising Agency. Since the need for such advertisements may arise on short notice, therefore, such Advertising Agency shall be pre-qualified and selected well in advance for a period of one year.

(2) All Advertising Agencies meeting the following criteria shall be allowed to participate in the pre-qualification process:-

- (i) Having valid registration with relevant, regulatory and tax authorities.
- (ii) Having minimum three years of relevant experience of work with public sector in print media, electronic media, digital and social media;
- (iii) Having accreditation with All Pakistan Newspapers Society (APNS) for the last three years.
- (iv) Having accreditation with Pakistan Broadcasters Association (PBA) for the last three years;
- (v) Having technical staff of relevant qualifications and experience;
- (vi) Having demonstrable project creativity;
- (vii) Taxation Profile (details and returns filed with tax departments for the last three years);
- (viii) Client List (Public/Corporate/Private sector).

18. Criteria for technical pre-qualification.- The following shall be quantifiable criteria for the evaluation. The minimum qualifying marks shall be 80 out of total 100.

Sr. #	Description	Total Marks	Marks Obtained
01	Quality of Presentation (Content, Designing, Copywriting in English, Urdu and Sindhi Regional Languages and Project Creativity)	30	
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 Media	10	
08	Taxation profile	10	
GRAND TOTAL		100	

19. **Billing.** (1) Due diligence shall be exercised by Information Officer Billing, Deputy Director Billing and Director Advertisement, while processing bills for payments on account of advertisements.

(2) 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).

(3) 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).

(4) 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.

(5) 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 computer system, Advertisement Register, Advertising Agency's Ledgers (Print & Electronic Media, Social and Digital Media) and Third Party Tracking of Electronic media advertisements.

(6) Bills shall be checked by Information Officer Billing, cross checked by Deputy Director Billing and further verified and signed by the Director (Advertisement).

20. **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, Digital and Social Media 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 publications and/or broadcasters.

(iii) The Advertising Agency's commission 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.

21. **Documents required for Print Media.-** Prior To making payment following documents shall be on record:-

- (i) Release order issued by the Department;
- (ii) Release Order issued by the Advertising Agency, if advertisement released through them;
- (iii) Invoices of Advertising Agency, if advertisement released through them;
- (iv) Invoice of concerned newspapers;
- (v) Tear-sheet of concerned newspaper;
- (vi) Print Media to be billed as per approved rates fixed by the Press Information Department (PID), Government of Pakistan.

22. **Documents required for Electronic Media.-** Prior to the payment to the electronic media, 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 Advertisement 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 to be billed as per approved rates fixed by the Press Information Department (PID), Government of Pakistan.
- (x) Report of Third Party Tracking is mandatory and would be the responsibility of the Advertising Agency.

23. **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 of the Department being the Principal Accounting Officer.

24. **Advertisements in all editions.-**It shall be mandatory for the media outlets to place the paid advertisement released by Government in all relevant editions, and e-editions.

25. **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.

26. **Dispute resolution.-** (1) 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.

(2) The appeal against the decision of the Department shall lie before the Chief Secretary to Government whose decision shall be final.

27. Violation of policy as misconduct.- (1) It is mandatory for all Departments / Sub-ordinate Departments, organizations, institutions, bodies under the administrative control of Government to route their advertisements to Print, Electronic Media, FM Radio and Digital / Social Media through the Department.

(2) No Government Department, Local Body/ Council or any Organization under the control of Government shall release any advertisement of what so ever nature, directly to the print media, electronic media, FM Radio and Digital / Social Media.

(3) Any action in violation of paragraph (2) above shall be treated as "misconduct" on the part of that officer of the client department and shall be dealt under the relevant E&D Rules of Sindh Government.

(4) No Newspaper / TV channel, FM Radio and Digital / Social Media or Website will be allowed to publish / air the official advertisements of Government without Release Order of the Department/ Advertising Agency enlisted with the Department.

(5) The advertisements of the Newspapers / TV channels, FM Radio and Digital / Social Media, Website will be suspended, who will entertain / publish / air official advertisements (what so ever in nature) of any Government Department under the Administrative Control of the Government viz. All line Departments / Sub-ordinate Department / Attached Departments of Sindh Government, Local Bodies/Councils and Organizations under the control of Sindh Government i.e. Metropolitan Corporations, District Councils, Municipal Corporations, Municipal Committees, Town Committees, Union Councils, Autonomous Bodies, Semi-Autonomous Bodies and Development authorities, Public Sector Universities, Hospitals and other Departments/ Organizations devolved by Federal Government etc.

28. Scope of digital media advertisements.- The Media Advertising and Digital Marketing Communication shall promote and disseminate message of Government through the Department's campaigns relating to initiatives taken by the Government and important events of national and international significance.

(2) Government shall decide the themes of the campaigns through the Department.

(3) Nothing will be in contradiction with the existing advertising mechanism of the Department.

29. Applicability of Digital Media Advertisements: The digital media advertisement shall be applicable on all Government Departments, Autonomous or Semi-Autonomous bodies under Administrative control of Government of Sindh for placement of their advertisements on Websites, Applications, Digital Audio Platforms (Spotify and others with more than 1 million subscribers), Social Media Platforms (Facebook, TikTok, Snapchat, Snack Video Instagram, Twitter, LinkedIn, and all other platforms with more than 1 million followers). However, only those News Websites/ Websites, Digital Publishers, Applications and platforms will be entitled for Government Digital Media advertisements which are enlisted with the Department upon fulfilment of the following criteria for enlistment:-

- (i) All websites must provide access to the Department in addition to the Google Analytics screenshot for monitoring Google Analytics data at the time of enlistment, if required. For this purpose, the Department will also provide a specified email address to all websites. The overall monitoring and tracking system to be placed in the Department.
- (ii) Verification of Web Traffic to be made by the Department.
- (iii) The Websites may be owned and operated by Newspapers/ TV Channels/ Professionals in Pakistan registered with MOIB. Websites repugnant to Article 19 of the Constitution of Islamic Republic of Pakistan, 1973, will be removed from the Department's list for online advertisement after thorough investigation by content committee and approval of the competent authority i.e. Secretary of the Department.
- (iv) The Digital Advertisement Agencies and Website/ Applications/ Platforms registered with the Department shall be given the preference.

30. 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

31. Criteria for Digital/ Social Media Platform: The criteria for digital or social media platform with minimum qualified and proof of platform existence shall be followed in accordance with the Table given below:

S. #	Platform	Duration	Minimum Qualified No.	Proof of Platform Existence
1.	Websites/App	2 Years	25,000 Unique Users Per month	Provide Google Analytics Report for 3 Months.
2.	Facebook	2 Years	15,000 Fans	Provide Screenshot of the Year Establishment.
3.	Twitter	2 Years	5000 Followers	Provide Screenshot of the Year Establishment.
4.	Instagram	2 Years	5000 Followers	Provide Screenshot of the Year Establishment.
5.	YouTube	1 Years	15000 Subscribers	Provide Screenshot of the Year Establishment.
6.	Ad Networks	2 Years	1,000,000 Ad Inventory (Video/Banner) from Direct Publishers	Submit the Platform Report and Proof of a minimum 2 publishers contract copy

32. **Criteria for payments:** The criteria for payment to the digital or social media proof of platform existence shall be followed in accordance with the Table given below:

Sr. #	Activity / Category	Description
1.	A website eligible for Government online advertisement	Must have minimum of 100,000 visits per month.
2.	For websites/applications, news / newspapers / satellite TV channels the rate will be calculated on CPM (Cost per thousand impressions)	Minimum CPM PKR 100. (Increased Notified Rates will be applied as per the PID/PBA)
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.	As mentioned below*
4.	Sponsored Articles	Notified Rates will be applied as per the PID/PBA
5.	Review of enlisted website traffic will be undertaken before and after the campaign by SID.	SID is responsible for the evaluation of any website / application via Google Analytics Report.
6.	The bills/invoices of advertisements placed on the websites and other digital/social platforms must be accompanied by certification from Sindh Information Department	

NOTE: (Size, Duration and Position Chart Platform traffic and content examination)
Subject to quarterly review of Content Review Unit (CRU).

Must have:

- (i) established office in Pakistan in any of Metropolitan Cities;
- (ii) a website, LinkedIn business page profile, Facebook and Twitter presence;
- (iii) digital marketing/media specialist /SEO Specialists;
- (iv) digital content specialists;
- (v) Online Research associates;
- (vi) provided Clientele list of handling Digital Advertising Business;
- (vii) adequate financial liquidity to handle Advertisements/ campaigns;
- (viii) any Internationally recognized certifications or enterprise subscriptions for online tools;
- (ix) been given advantage (Google Ads, Hootsuite, Meltwater etc.)
- (x) a valid NTN;
- (xi) a minimum of 2-3 years of experience in Exclusive Digital Advertising including major platforms (Facebook, Twitter, YouTube, Google Ads, Websites etc.)

33. **Criteria for Release of Digital Advertisements on Department's Registered Platforms.-** (1) All ads and sponsored articles to be released by the Department through enlisted Digital Advertisement Agencies.

(2) For all display/video digital advertisement campaigns, an open competition may be called for the selection of advertisement agencies.

(3) 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-

34. Maximum rates for other than banner and video ad placements.-

The following shall be the maximum rather 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/-

35. **Other Requirements.** The Directorate of Advertisement of the Department 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:

- (i) English, Urdu and Sindhi languages be considered in dissemination of the messages / Government advertisements online.
- (ii) The quota of five percent for Sindhi language websites (on duly supported formats) shall be given.
- (iii) The distribution of advertisement will further be based on audience and regional specification/reach of the News Websites and/ or platforms/portals.
- (iv) 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 at any point in time.
- (v) News Websites and/or portals will have to guarantee a minimum viewership on their sponsored articles within 48 hours of posting and 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.

36. **Share of advertisement.-** The advertisements will be given on calculated share/ performance matrix given below:

Sr. No.	Website Monitoring Parameters	Percentages (%)
1.	Ranking as per Google Analytics	30 %
2.	Ranking as per Alexa or any other established online ranking platform	20 %
3.	Per day average website traffic for last one year	20 %
4.	Significance to Public Interest	20 %
5.	Accessibility of the website (UI Design, Mobile compatibility)	10 %

37. **Content Committee.-** 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.

(2) The Committee will also be responsible for approving campaigns and shortlisting agencies / influencers for campaigns.

(3) It may also identify key Government initiatives and devise complete digital media strategy in collaboration with client. e.g. (Kashmir Day, Independence Day, Defence Day and other days of public Importance).

(4) The Committee shall consist of:

- (i) Director General (Public Relations) will be the head of Committee;
- (ii) Director Advertisement, Information Department;
- (iii) Director Social Media, Information Department;
- (iv) Director Electronic Media, Information Department;
- (v) One representative of the client Department;
- (vi) Two Co-opted members from the Department (well versed in Digital Media);

(5) Only those websites or social media pages will be entitled for government advertisements which are approved by the Department and adhere to the Article 19 of Constitution of Islamic Republic of Pakistan.

38. **Billing.** (1) The payable charges will include the original budget allocated for the campaign with fifteen percent (15%) service charges for the Advertising/Digital Agency / Digital Publishers/ Influencers/Platforms.

(2) In case of advertisements (Banner Ads, Native/PR Articles, FB, Instagram, Twitter, Snapchat, LinkedIn, TikTok, Snack Video, Spotify content and in-application advertising) released through Digital Advertising Agency(ies), payments of eighty five percent (85%) of the advertisement bills shall be made directly to the Websites/Applications/Platforms.

(3) 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 on above cited Social Media / Digital Platforms, whereas agency's commission (15%) will be paid over and above the billed amount.

(4) The Influencers/ Bloggers/ V-loggers shall provide active bank account number with valid NTN number for direct payment.

(5) Agency must provide the view only access of Ad Managers of Social/Digital media (FB, Instagram, Twitter, Snapchat, TikTok, Snack Video, Spotify LinkedIn/YouTube/Google or any other international platform). Also, the original invoices issued by the platforms will be submitted along with the agency invoice.

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

- (i) Media Plan duly approved by competent authority;
- (ii) Release Order issued by Information Department;
- (iii) Release Order issued by the Advertisement Agency;
- (iv) Invoices issued by media outlets for billing to Advertisement Agency;
- (v) Invoices of Advertisement Agency;
- (vi) Transmission Certificate;
- (vii) Pre-qualification and Enlistment of Advertisement Agency;
- (viii) Affidavit by the concerned Advertising Agency to the effect that all the documents are true and they are responsible for furnished documents for the billing process;
- (ix) Third party tracking (where applicable) for websites / publishers (CPM/CPV based advertisement) would be the responsibility of the Advertising Agency.
- (x) Screenshots of Ads / Social Media activity against the campaign.

- (xi) If the campaign is released based on CPM/CPV, 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.
- (xii) 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.

40. **Payment policy for Digital Media.-** Rates will be offered to websites on Cost Per Thousand Impressions (CPT/CPM) basis.

(2) Standardized rates of Press Information Department, Government of Pakistan would be followed on Cost per Thousand impressions (CPT/CPM) basis.

(3) 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.

(4) All publishers are required to grant advertiser account access from their DFPs (Double Click for Publishers) to DGPR, Information Department, Sindh, for all the campaigns released on their sites.

(5) 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.

(6) 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.

(7) The website, web portal, social media platforms shall submit their bills along with third party server data, detailing the number of impressions, campaign, time period etc, within 07 days of the completion of the advertisement.

(8) The certified and recognized third party Advertisement Management Services include Double Click for Publishers Manager by Google (DFP) DCM, Sizmek or Adform, along with others, if any.

(9) The Department would consult Finance department / AG Sindh for provisioning of Debit cards for online payments for any direct release on Social/Digital Media Platforms.

NOTE: Other globally recognized social mediums will be paid on real-time basis duly supported with original invoice from Social Media platforms (Facebook, Twitter, YouTube, Google Adword Ads, Instagram, etc.)

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

- (i) minimum following of 35000 people (across platforms);
- (ii) has/have been active on the profile for at least eighteen months prior to registering;
- (iii) has/have worked with at least two MNCs or Government agencies or any two private sector clients in the last twelve months.

(2) The rates to be paid will be determined by the Content Committee.

42. Criteria of video package of influencers.- (1) Video package includes production/dissemination and outreach of campaign material.

(2) Influencer needs to ensure viewership/reach of one fourth the amount of total number of subscribers within two (2) weeks of the publishing of the content. For example: If a creator has 500,000 subscribers, they have to ensure viewership of 125,000 within 2 weeks. Creator can use media buying to reach the stipulated amount of viewership.

(3) If required number of views is not reached, creator will not be paid unless another package is delivered to ensure aggregated number of views to reach the required KPIs.

NOTE: Only original content production is acceptable including audios & visuals. No copyrighted material can be used in any of the content production.

Instagram Social Influencers	Pricing
Stories (for minimum 3 stories, in one-month)	1/3 of the total number of subscribers
Post (Image / Video) (for minimum 8 posts in one-month)	1/2 of the total number of subscribers

43. **Billing.-** The Influencers / Bloggers / V-Loggers shall provide active bank account number with valid NTN for direct payment.

44. **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) 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 7 & 8 of this policy.

45. **Miscellaneous.-** (1) The Administrative Department, with the approval of Minister Information may issue directions / standing orders from time to time to remove difficulties and clarify the provisions of Sindh Government Advertisement Policy 2023.

(2) The Department may review Advertisement Policy at least after every year in consultation with stakeholders to modify the policy in accordance with changed ground realities.

(NADEEM-UR-REHMAN MEMON)
SECRETARY TO GOVT. OF SINDH