

**ADVERTISING POLICY
OF
THE GOVERNMENT OF INDIA
(Revised)**



**ADVERTISEMENT POLICY OF THE GOVERNMENT OF INDIA AND
GUIDELINES FOR EMPANELMENT OF NEWSPAPERS WITH DAVP**

The Directorate of Advertising & Visual Publicity(DAVP) is the nodal agency of the Government of India for advertising by various Ministries and organisations of Government of India including public sector undertakings and autonomous bodies. The primary objective of the Government in advertising is to secure the widest possible coverage of the intended content or message through various newspapers and journals of current affairs as well as science, art, literature, sports, films, cultural affairs, etc. which are published daily, weekly, fortnightly or monthly. In releasing advertisements to newspapers/journals the DAVP does not take into account the political affiliation or editorial policies of newspapers/journals. However, DAVP would avoid releasing advertisements to newspapers/journals, which incite or tend to incite communal passion, preach violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and behaviour.

2. Government advertisements are not intended to be financial assistance to newspapers/journals. DAVP maintains a list of newspapers/journals approved for release of advertisements by empaneling acceptable newspapers/journals. DAVP will empanel only such newspapers/journals as are required for issuing advertisements of the Government of India. Care is taken to empanel newspapers/journals having readership from different sections of the society in different parts of the country.

Panel Advisory Committee

3. There is a Panel Advisory Committee(PAC) for considering applications of newspapers/journals for being empanelled for receiving Government advertisements. This Committee is headed by Director General, DAVP/Director, DAVP and it includes Addl. Principal Information Officer in the PIB, Press Registrar, RNI and Deputy Secretary/Under Secretary in the Ministry of Information & Broadcasting dealing with Print Media. The Committee will also have one representative each from the Association of big, medium and small newspapers. The recommendations of the Panel Advisory Committee as accepted by the DG/Director, DAVP regarding empanelment of a newspaper is usually final.

The PAC also has the power to consider de-empanelment of a newspaper/journal

where warranted.

4. In pursuance of broad social objectives of the Government and for ensuring fairness among various categories of newspapers/journals, the PAC considers empanelment of newspapers/journals belonging to the following categories on priority :

- a) Small and medium newspapers/journals
- b) Language newspapers
- c) Newspapers/journals published in backward, remote and border areas.

5. Newspapers/journals are classified into three categories, namely

- i) Small, with a circulation of up to 25,000 copies per publishing day.
- ii) Medium, between 25,001 and 75,000 copies per publishing day, and
- iii) Big, with a circulation of above 75,000 copies per publishing day.

Criteria for Empanelment

6. All newspapers/journals seeking empanelment for the first time should have been uninterruptedly and regularly under publication for a period of not less than 12 months and should comply with the provisions of the Press & Registration of Books Act, 1867. Fresh applications for empanelment may be made any time during the year. However, each case will be considered once in a year only.

For renewal of rate contract, the newspapers are to submit applications in prescribed format by 31st May of the year to DAVP.

The details of the paper like size, language, periodicity, print area and details of printing press etc. as asked for in empanelment form may be given. Further it must be substantiated that the paper is being published at a reasonable standard. Reasonable standard, inter alia, means that

- a) The print matter and photographs should be legible, neat, clear and without smudges, overwriting, and tampering.
- b) There should be no repetition of news items or articles from other issues.
- c) There should be no reproduction of news items or articles from other newspaper/journals without credit line.
- d) Masthead on its front page should carry the title of the newspaper, place, date and day of publication; it should also carry RNI Registration Number, volume & issue number and price of newspaper/journal;

- e) The newspaper should carry imprint line as required under PRB Act; and
f) Inner pages must carry page number, title of the paper and date of publication.

7. A daily newspaper should furnish issues for preceding four months and weeklies & fortnightlies must furnish issues of preceding six months and monthlies should furnish latest 12 months issues.

Regularity

8. The applicant should have published the newspaper on at least 25 days in each month during preceding 12 months. Weeklies should have published 46 issues during the preceding year, fortnightlies 24 issues and monthlies 10 issues during the preceding year to be considered being brought out regularly.

The applicant should also furnish a copy of the Certificate of Registration issued by the RNI in the name of the publisher.

9. Newspapers/journals having established circulation of more than 75,000 copies per publishing day, as certified by Audit Bureau of Circulation(ABC) can seek empanelment of their fresh edition from a new place without having any regular publication for preceding 12 months, but in such cases empanelment of fresh edition will be only in the lowest slab of circulation. New Editions of small and medium newspapers will also be empanelled similarly.

10. A newspaper/journal should have a minimum paid circulation of not less than 2000 copies for being considered eligible for empanelment. However, newspapers/journals in Sanskrit, newspapers/journals published in backward, border or remote areas or in tribal languages or those published in J&K need to have substantiated minimum paid circulation of only 500 copies per publishing day.

11. A newspaper/journal should have the following minimum print area :

Periodicity	Print area not less than
Dailies	1520 Std. Col. Cms.
Weeklies, Fortnightlies	700 Std. Col. Cms.
Monthlies	960 Std. Col. Cms.

Exceptions may, however, be made by PAC in the case of newspapers/journals belonging to the above mentioned category in Sanskrit etc.

12. The empanelment already granted by the DG/Director, DAVP earlier will remain valid for the duration for which empanelment has been made.

13. The applicant newspaper/journal should furnish authenticated figures of circulation of ABC, RNI or Chartered Accountant. However, Chartered Accountant Certificate will be accepted only up to 25,000 copies per publishing day for up to one year only.

DAVP will take average circulation for the preceding one year as certified by ABC, RNI failing which CA(whichever is less).

14. RNI circulation check will be valid for three years unless paper is suspended or declared unestablished by RNI. During this period paper seeking renewal of empanelment in the same slab need not furnish any fresh authentication of circulation. Rate renewal cases showing increase in circulation warranting higher slab of rate will need to furnish ABC/RNI circulation check certification. DG/Director, DAVP reserves the right to have figures of circulation checked through its representatives or through RNI where he/she may so decide.

In rate renewal/empanelment cases, where a three year contract is offered, publishers should submit to DAVP on or before 31st May each year an Affidavit to the effect that they have submitted Annual Return to RNI. In the affidavit the latest figures as certified by ABC/RNI/CA will also be indicated.

15. A newspaper if declared unestablished by RNI will be suspended from DAVP empanelment and recovery will be effected. Resumption will be considered only on receipt of the RNI certifying circulation.

A newspaper/journal once declared unestablished by RNI will be considered established only from the year RNI declares it established. The circulation certified by RNI/ABC if found lower than the claimed circulation will be taken into consideration for recovery.

Advertising Rate

16. The rate structure for payment against advertisements released by DAVP will be worked out on the basis of laid down principles. DAVP will work out advertisement rates as per the Government of India rate structure formula devised by the Rate Structure Committee. The rates will be related to circulation of a newspaper and will apply uniformly to all newspapers. The newspaper will enter into rate contract with DAVP accepting the DAVP rates and other terms and conditions as laid down from time to time to ensure publication of DAVP advertisements as and when issued to a newspaper.

Renewal of Rate Contract

17. Application for renewal must be submitted to DAVP, complete in all respects, by the due date, which would be the last day of May of the calendar year in which the empanelment expires failing which DAVP may not consider the newspaper for

renewal of rate for the concerned year. DAVP will convey its decision on renewal by 30th September of the relevant year. DAVP will place the rate renewal application proforma on its Web site <http://www.davp.nic.in> and newspapers may download the proforma from internet to apply for renewal of rate contract of their newspaper. Alternately, newspapers may collect the application proforma from DAVP headquarters or from PIB offices in the country on their own, well in time. DAVP will make available the application proforma for rate renewal/fresh applications to associations of big, medium and small newspapers as recognised by the Press Council of India. Rate renewal contract will be awarded to newspapers for three years if circulation for previous year is supported by RNI or ABC. However, if any newspaper claims increase in circulation with latest RNI or ABC certificate, upward revision may be considered. The revision of rate (upward/downward) will be considered yearly.

Payment of Advertisement bills

18. DAVP will release payment of advertisement bills in the name of the payee and at the address given by the newspaper in the application form for renewal of rate contract or fresh application for empanelment, as the case may be. No change in the payee's name or address will be entertained during the year of empanelment unless it is justified and found unavoidable or compelling.

19. Every newspaper will be obliged to send one copy of the newspaper on their own carrying DAVP advertisements, to the client at the address mentioned in the Release Order, failing which payment for the advertisement may not be considered.

20. Every newspaper will be obliged to submit its advertisement bills, complete in all respect, and supported with relevant documents, within 30 days of the publication of the advertisement. DAVP will make every effort to pay the advertisement bill within 60 days of receipt of bill.

21. No newspaper will publish DAVP advertisement without receipt of the relevant Release Order. Request for a duplicate Release Order by publications will be entertained on merits and on case to case basis.

22. The newspaper will be obliged to strictly adhere to the date of publication of DAVP advertisements as given in the Release Order. Publication of advertisement on dates other than that given in the Release Order will not be regularised with revalidation of Release Order and no payment will be made in such cases.

Suspension of newspaper for DAVP advertisements

23. A newspaper will stand suspended with immediate effect if found to have submitted wrong information in his application or rate renewal proforma; or

if found to have discontinued its publication, changed its periodicity or its title or

have become irregular or suspected to have been indulging in unethical or anti-national activities as found by the Press Council of India or if convicted by a court of law for such activities.

24. Before suspension of a newspaper for DAVP advertisements on grounds of unethical practices, anti-national activities, violation of the norms of decency as prescribed by the Press Council of India, such newspapers will be given due hearing by the DAVP and a final view will be taken by DAVP.

25. If a newspaper refuses to accept and carry an advertisement issued by DAVP on behalf of the Ministries/Departments of Government of India, public sector undertakings and autonomous bodies on persistent basis, the newspaper may be suspended for a period up to six months by DG/Director, DAVP.

Release of Advertisements

26. As soon as requisitions for release of advertisements are received from various Ministries and Departments as also from public sector undertakings and autonomous bodies, DAVP will prepare a suitable media list keeping in view the content, the target audience or the advertisement and availability of funds after consideration of the recommendations of the client.

27. DAVP will ensure availability of funds before the advertisements are released, especially in the case of paying clients. The Ministries and Departments, which are required to pay advance deposit for release of their advertisements, will be requested to do so by depositing the required funds as per extant orders of the Government in this regard.

Exceptions

28. Notwithstanding any of the provisions mentioned above, DG/Director, DAVP, as Chairman of the Panel Advisory Committee, will have discretion to grant provisional empanelment to a newspaper, subject to approval of the PAC, for a period of six months or till the next meeting of the PAC if the newspaper has completed all the formalities required for empanelment and otherwise found suitable for issue of Government advertisements.
