



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

Subject: Advertisement Policy - 2016.

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

Government Order No: 09 - ID of 2016.

Dated: 04 - 03 - 2016.

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

By order of the Government of Jammu & Kashmir.

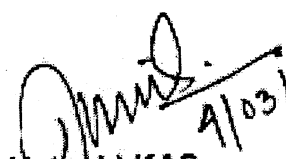
Sd/-
(B.B. Vyas) IAS.
Financial Commissioner.
Information Department.

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

Dated: 04 - 03 - 2016.

Copy to the:-

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


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

Advertisement Policy – 2016

Introduction

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

responsible, constructive and healthy journalism in Jammu and Kashmir.

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

Empanelment Committee

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

Eligibility for Empanelment of Newspapers/ Magazines

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

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

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

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

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

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