

Guidelines and Procedures 2024



**FOR ADVERTISEMENT POLICY
2021 (AMENDED IN 2022)**



PRESS INFORMATION DEPARTMENT
MINISTRY OF INFORMATION AND BROADCASTING
GOVERNMENT OF PAKISTAN



1 ADVERTISING AGENCIES

1. ADVERTISING AGENCIES

1.1. Procedure for Empanelment:

- 1.1.1 The Press Information Department (PID) shall concur the placement of a panel of minimum three and maximum of six advertising agencies at the disposal of each Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-autonomous, Corporation/ Authority and statutory body through a transparent competitive process from only amongst its enlisted advertising agencies, for a period of two years. However, on request of the concerned Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous Corporation/ Authority and statutory body etc. PID may allow increase/decrease in the number of advertising agencies on panel of Ministries/Department in view of the quantum of work / business.
- 1.1.2 All Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc. shall only utilize the services of such empaneled advertising agencies, concurred by PID at their disposal.
- 1.1.3 All the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall send a written request addressed to the Principal Information Officer, PID, Islamabad along with a brief of the nature and scope of the ministry/division/department etc. with name / designation of the focal person nominated for the empanelment process.
- 1.1.4 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall publish an Expression of Interest (EOI) for the empanelment amongst the enlisted advertising agencies with PID mentioning their requirements.
- 1.1.5 The secretarial support for the process of empanelment of advertising agencies shall be the responsibility of the concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc.
- 1.1.6 The Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/ Authorities and statutory bodies etc. shall convene a meeting of the short-listing committee for scrutinizing and shortlisting of the interested advertising agencies on the basis of submitted profiles. The short-listing committee and criteria to short-list the advertising agencies is required to be developed in consultation with PID keeping in view the specialized requirements of the concerned ministry/division/department etc.
- 1.1.7 Subsequent upon shortlisting of the advertising agencies, a three member Selection Committee of the following composition shall be constituted and notified by the concerned Ministry/division/department etc:

Convener	Not below BS-19 or equivalent who shall also represent the concerned Federal Government Ministry/ Division/attached department/ Autonomous and Semi-autonomous Corporation/ Authority and statutory bodies in the selection committee.
Member	One representative of PID (Not below BS-17)
Member	One External Media Expert from amongst the existing pool shall be nominated by PID.

- 1.1.8 The concerned Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall provide minutes of the Selection Committee's meeting along with original marking sheets duly signed by all the three members for obtaining final concurrence of PID.
- 1.1.9 In order to ensure timely completion of the selection process, the Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc shall initiate the process of empanelment of advertising agencies at least 03 months prior to expiry of the term of empaneled advertising agencies.
- 1.1.10 Extension to the already empaneled advertising agencies for a period of not exceeding 03 months shall be allowed by the PID on written request by the Head of the concerned ministry/ division/ department etc. with proper justification and surety to complete the regular empanelment process within the extended time period.
- 1.1.11 Federal Government Ministry/ Division/ attached department/ Autonomous and Semi-Autonomous Corporation/ Authority and statutory body shall ensure equitable distribution of business among the empaneled advertising agencies.
- 1.1.12 In case of an emergency where no advertising agency is empaneled, Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-autonomous Corporations/Authorities and statutory bodies shall contact PID with a brief to invite enlisted agencies for creative submissions. Agencies will share designs within the specified time and format. A three-member Selection Committee, including a PID representative, will select the artwork. This process applies only to the specific campaign. Entities must assure PID that they will promptly appoint advertising agencies to their panel for future needs.
- 1.1.13 In case of classified advertisement where there is no empaneled advertising agencies, Client Release Order (CRO) may be sent directly to Press Information Department (PID) without naming any advertising agency until the empanelment process has been completed at the earliest while PID may release the same through any advertising agency enlisted with PID ensuring equitable distribution of government advertising business.

1.2 Enlisting & Delisting

- 1.2.1 The Press Information Department or its Regional Information Offices (RIOs) subject to final concurrence from PID H/Qrs, Islamabad shall enlist, suspend, blacklist or delist any advertising agency on its pool.
- 1.2.2 Written application addressed to the Principal Information Officer/DG PID, Islamabad or Director Generals/ Heads of PID Regional Offices shall be submitted as per requirements for enlistment.
- 1.2.3 Any advertising agency applying for enlistment with PID must have at least 03 years of active professional experience within Pakistan.
- 1.2.4 If any foreign Advertising Agency intends to get enlisted with PID, it must either get itself registered with the relevant authorities or must enter into a joint venture with a local advertising agency which fulfils the criteria elaborated in these SOPs along with completing all codal formalities required under law of the land.



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Requirements for Enlistment

1.2.5 The applicant advertising agency must register accordingly with the Securities & Exchange Commission of Pakistan (SECP) for at least 3 years under the Companies Act 2017.

✓ 1.2.6 The advertising agency shall fulfill and submit the following for enlistment with PID

✓ i. Detailed Profile including scope (Print, Electronic, Digital, Outdoor, Cinematic or Foreign Media)

* indicates mandatory submissions

- a. List of past clients and testimonials*
- b. Comprehensive reports of past public-sector campaigns, if any;
- c. Minimum 03 References/Recommendations from private/public sector clients*;
- d. NTN Number*;
- e. SECP Registration certificate*;

✓ ii. Financial Documents including;

- a. Balance sheets and duly audited accounts by authorized certified Accountant for past three years*;
- b. Liquidity Certificate demonstrating capability to run campaigns of any scale (especially for digital campaigns)*

✓ iii. Disclosures

- a. Non-collusion certificate/affidavit*;
- b. The agency must submit an affidavit on Stamp Paper affirming that it has never been blacklisted by any Federal or Provincial Ministry/Division/Department/ Organization etc.*;
- c. Any conflict of interests;

✓ iv. Value Added Services, if any

✓ v. Infrastructure

- a. Copy of lease agreement/ proof of address of office in Islamabad and/or provincial capitals*;
- b. Detailed organizational structure including specialized/qualified and experienced professionals that can cater to any mediums handled by applicant agency (Electronic, Print, Digital, Outdoor, Cinema, Foreign)*

✗ vi. For Digital enlistment the agency must submit documents outlined in the checklist at Annex-I. All other requirements and codal formalities for enlistment of advertising agencies shall also apply.

- 1.2.7 The submission of application to the PID for enlistment by any advertising agency shall not confer any right for enlistment. The PID shall have the authority to accept or reject any application for enlistment without assigning any reasons.
- 1.2.81 The enlisted advertising agency must adhere to the policies, rules, regulations, SOPs, guidelines and the law in vogue, in letter and spirit. In case of non-adherence or any violation, PID shall have the authority to suspend, blacklist or delist any enlisted advertising agency at any point in time.
- 1.2.9 An advertising agency already enlisted or applying for enlistment must not resort to pressure and coercive tactics influencing government officers/officials. Any advertising agency found to engage in such practices shall be liable to punitive action which may include suspension, blacklisting or delisting.
- 1.2.10 Any advertising agency found to be engaged in fraudulent practices or exhibiting unprofessionalism either through its work or the conduct of its employees with Press Information Department (PID) or upon the complaint received from the federal government ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall render the agency to punitive action which may include suspension, blacklisting, delisting from the PID pool or removal from the panel of the complainant Ministry/ Division/ Department etc. EDG/PIO shall approve the aforementioned punitive action against such agency. The agency penalized in such instance shall have the right to appeal against the action taken by PID to the Secretary MoIB who may decide such appeal either by himself/herself or any committee constituted by him/her for such matters.
- 1.2.11 The advertising agency must ensure that the approved campaigns/ advertisement released by the sponsoring Federal Government Ministries/ Divisions/attached departments/ Autonomous and Semi-Autonomous Corporations/ Authorities and statutory bodies etc are executed in accordance with the specifications/ requirements given in the Client Release Order (CRO). In case of non-compliance, errors and omissions in the content/ matter/ design of the released advertisement to the desired medium/s, the onus rests with the advertising agency, and is liable to punitive action.
- 1.2.12 The advertising agencies must submit an Integrity Bond affirming that no illegal/ unfair means are used for securing the campaign(s)/business.
- 1.2.13 The quality and error-free translation in the target language is the responsibility of the concerned advertising agency.
- 1.2.14 No advance payment, irrespective of the budget of the campaign, shall be made by the Federal Government for the execution of digital or outdoor campaign by ministries/divisions/attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc.