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DIRECTORATE OF INFORMATION AND PUBLICITY
GOVT. OF NCT OF DELHI
(ADVERTISEMENT BRANCH)
BLOCK NO. IX, OLD SECRETARIAT, DELHI-54



No. F.16(71)/Advt/DIP/09-10/1883

Dt: 05/07/13

CIRCULAR

In order to streamline the release of advertisements in print media to different publications, following policy has been approved by the Competant Authority with the concurrence of Finance Department:-

1. The publications have been classified into Big (publications having circulation of above 75000), Medium (publications having circulation between 25000 and 75000) and Small (publications having circulation of less than 25000) category.
2. The concerned Department is at liberty to select the name of publication depending on its communication need and budget from amongst the list of DAVP empanelled publications available on its website.
3. HOD shall ensure that only the publications which are relevant in Delhi's context are selected so that coverage required in Delhi is achieved.
4. Publications having circulation of less than 5000 shall not be given any advertisement.
5. The advertisements shall be restricted to publication in Hindi, English, Urdu and Punjabi languages only. For publication in other languages, if any, permission of DIP shall be mandatory except when advertisement is released by any of the Language Academies of GNCT of Delhi.
6. Each advertisement must be published in at least one Urdu & one Punjabi publication.
7. Classified (tender/public notice) advertisements, shall be released only to daily publications.
8. The concerned Department shall ensure that classifieds (tender notice) contain only the necessary information and website address to access details to avoid wasteful expenditure. The size should not exceed 50cc in any case.
9. If the advertisement is to be released in only one English or Hindi publication or one English and one Hindi publication then it should be in any daily belonging to the 'Big' category list of DAVP while the Urdu and Punjabi version should be given to publication of medium category as there are no Urdu & Punjabi publication in 'Big' category.

1. A.O. Acharya

2. DMS

3. PO

4. Outsourced - Samba/Kaunty/H.O./Other


5. I/T etc on uploady on aw website

6. JAS (ishy)

P.T.O

10. When the advertisement is required to be released in more than one English or Hindi publications, then the Department apart from newspapers in 'Big' category can also select publications from the 'Medium' and 'Small' category provided the number of publications in 'Medium' and 'Small' category should not exceed the number of publications under the 'Big' category.
11. When the advertisement is required to be released in only one Urdu or Punjabi publication then it should be in any daily belonging to the 'Medium' category list of DAVP. However, if the advertisement is required to be released in more than one Urdu or Punjabi publications, then the Department can select publications from the 'Small' category also provided the number of publications in 'Small' category should not exceed the number of publications under the 'Medium' category of DAVP.
12. DIP releases advertisements on special occasions on days of national importance. They would be released to every alternate daily, to every third weekly, to every fourth fortnightly and to every fifth monthly to the publications listed by DAVP having circulation of more than 5000 copies.

The above mentioned guidelines shall supersede all previous policy/guidelines issued for release of advertisements and empanelment of publications. The said guidelines are applicable to all Departments of Government of NCT of Delhi and all Boards, Corporations, Autonomous Bodies, Commissions, Committee's, Academies, PSU's and Societies of GNCT of Delhi.


(SAJJAN SINGH YADAV) 4/7/13
DIRECTOR, INFORMATION & PUBLICITY

No. F.16(71)/Advt/DIP/09-10/ 1983

Dt: 05/7/13

Copy for compliance to:-

1. All Principal Secretaries/Secretaries/Heads of Deptt., GNCTD.
2. All Heads of Autonomous Bodies/Commissions/Boards/Corporations/Societies of GNCTD.
3. All Secretaries to Ministers, GNCTD.
4. PS to Pr. Secretary to LG/Pr. Secretary to CM.
5. PS to Principal Secretary (PR)
6. PA to Addl. Director (DIP)
7. All Deputy Commissioners, GNCTD.
8. All DD's/I.O's/A.I.O.'s/F.P.O's-DIP