

# GOVERNMENT OF KERALA

## Abstract

Public Relations Department-Policy of Procedure Regarding the Issue of Government Advertisements- Revised Orders Issued.

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GENERAL ADMINISTRATION (PUBLIC RELATIONS 'D')

DEPARTMENT

*G.O. (P) No.7/83/PH*

*Dated, Trivandrum, 12<sup>th</sup> October, 1983*

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Read:- 1. G.O.(P) 1/63/PH dated 5-4-1968

2. G.O.(P) 9/79/PH dated 26-9-1979

3. G.O.(P) 7/80/GAD dated 5-7-2980

4. G.O.(P) 7/81/FH dated 6-6-1981

## **ORDER**

In the order read above, government have laid down the procedure governing the policy of Releasing government Advertisement Etc.

2. In recent times there is no exorbitant increase in the expenditure incurred Government towards payment of advertisements charges. This is mainly due to the enhancement of tariffs rates of various dailies frequently. Government have examined the matter in detail and have decided to effect certain notifications in the procedure of distribution of advertisement etc, to the various Dailies/or special numbers of dailies/weeklies and other publications.

3. In supersession of all the orders read as 1<sup>st</sup> to 4<sup>th</sup> papers above, Government are pleased to issue the following orders:-

Routine Advertisements:

(Tender Notice, Auction Notice, Notifications inviting application for appointment and other much departmental announcement.

4. In view of the time involved, routine advertisement will be issued only to daily newspapers and department Journals. The matter for advertisement will be forwarded by the officers concerned to the Director of Public Relations sufficiently only (at least two weeks) together with indication regarding the approximate cost of world etc involved and the district in which the works of service are instead. Normally 5 copies such as the advertisement matter will be forwarded to the director of Public Relations. The matter for advertisement should be legible and clear. The approximate cost/PAC should be noted in the covering letter itself.

5. On receiving the required intimation from the Heads of Departments or other concerned officers, the Director of Public Relations will strong for the publication of the Advertisement under intimation to a such Heads of Departments or concerned Officers. Who will ensure that the matter has appeared in the paper correctly. In

case any omission or defect in noticed, the term will be brought to the notice of the Public Relations Department in writing immediately, and at any rate within a week, so as to enable the Public Relations Department to take suitable action to rectify the defects.

6. The following guidelines will be applicable in the distribution of advertisement to Dailies:

(a) A daily become eligible for Government advertisement only when it has uninterrupted existence for one year.

(b) If the publication of the daily gets interrupted at any time for a period of one month due to reasons other than labour disputes, it will again become eligible for Government advertisement only after an uninterrupted existence of another six months , from the date of its reappearance.

© Daily newspaper with a circulation of less than 9,000 copies will not be eligible for Government advertisements.

(d) Circulation of newspapers for the purpose of advertisement will be succeeded independently and periodically by the officers on the Department of Public Relations in this regard will be final.

3. Routine Advertisement will be released to Dailies for publication lead on the following guidelines:-

#### **ROUTINE ADVERTISEMENT**

Circulation of Daily	PAC	Name of Dailies
Per any		
A.5000-10000 up to Rs.25000		One Malayalam daily only Originating in the District
B. 10,000-50,000	Above Rs25,000 and upto Rs.Five lakh	One Malayalam Daily in the "A" category and one Malayalam daily in the "B" Category originating in the district
C. 50,000-One lakh	Above Rs.5lakhs and up to Rs.Five lakhs	One in "B" and one in "C" originating in the District/Region.
D One lakh and above	Ten lakhs and above	One Malayalam Daily having adequate Circulation in the region and if necessary English daily

F. Important advertisement may be issue to English, Tamil and Kannada Dailies at the discussion of the Director of Public Relations.

6. The above orders are applicable in all Government Departments.

7. While forwarding advertisements, the Director of Public Relations will issue instructions to the Dailies regarding the space to be utilized.

8. At the beginning of every financial year, the Director of Public Relation will be gettite with the Dailies and enter in to contract with them fixing advertisement rates, which will be firm for one year.

9. The advertisement rate to be paid to the special number of delay newspapers of the term size, should in no case exceed the contract rate entered into with them.

Display Advertisement:

10. Display advertisement will be issued to special number of dailies, weeklies and other periodical and also occasional publications like sourvenire, annual etc.

11 Each department should consult the Director pof. Public Relations and observe his views regarding the suitability of the medium and resonableness of the charged, before issuing such advertisements .Payment of bills on all such display advertisements will be made by the issuing departments themselves and while , and while drawing bills in this regard they should do so after certifying the effect to the advertisement was issued after consultation with Director of Public Relation.

12. Special number of weeklies and periodicals will become eligible for display advertisements only when such periodical have on uninterrupted existence of atleast 6 months . If the publication gate interrupted for reasons other than labour problems it will again become eligible for display advertisements only after another problem.