

GOVERNMENT OF KERALA

Abstract

Public Relations Department –Policy of Procedure regarding the issue of Government Advertisements – Revised Orders issued

GENERAL ADMINISTRATION (PUBLIC RELATIONS –D) DEPARTMENT

G.O.P No.7/83/PR.

Dated, Trivandrum, 12th October, 1983.

Read:- (1) G.O.(P) 1/68/PR. Dated 5-4-1968
(2) G.O.(P) 9/PR/79. Dated 26-9-1979
(3) G.O.(P) 7/80/GAD. Dated 5-7-1980
(4) G.O.(P) 7/81/GAD. Dated 6-6-1981

ORDER

In the orders read above, Government have laid down the procedure governing the policy of releasing Government advertisements etc.

2. In recent times there is an exorbitant increase in the expenditure incurred by Government towards payment of advertisements charges. This is mainly due to the enhancement of tariff rates of various dailies frequently. Government have examined the matter in detail and have decided to effect certain modifications in the procedure of distribution of advertisements etc. to the various Dailies/special numbers of Dailies/Weeklies and other publications.

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

Routine Advertisements

(Tender Notice, Auction Notice, Notifications inviting applications for appointment and other such Departmental announcements)

4. In view of the time involved, routine advertisements will be issued only to daily newspapers and Department journals. The matter for advertisements will be forwarded by the officers concerned to the Director of Public Relations sufficiently early (at least two weeks) together with indication regarding the approximate cost of works etc., involved, and the District in which the works or services are located. Normally 5 copies each of the advertisements matter Wild Life Preservation Officer be forwarded to the Director of Public Relations. The matter for advertisements 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 such other concerned officers, the Director of Public Relations will arrange for the publication of the Advertisement under intimation the matter has appeared in the paper correctly. In case any omission or defect is noticed, the same 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 advertisements to Dailies:-

- (a) A Daily becomes eligible for Government advertisements only when it has had an uninterrupted existence for one year.
- (b) If the publication of the Daily gets interrupted anytime for a period of one month due to reasons other than labour disputes, it will again become eligible for Government advertisements only after an uninterrupted existence of another six months, from the date of its reappearance.

- (c) Daily newspaper with a circulation of less than 3000 copies will not be eligible for Government advertisements.
- (d) Circulation of newspapers for the purpose of advertisements will be assessed independently and periodically by the officers of the Department of Public Relations, and the decision of the Director of Public Relations in this regard will be final.
- (e) Routine Advertisements will be released to Dailies for publication based on the following guidelines:-

ROUTINE ADVERTISEMENT

Circulation of the Daily per day	P.A.C	Number of Dailies
A. 3,000 – 10,000	Upto Rs. 25,000	One Malayalam, Daily only, originating in the District
B. 10,000 – 50,000	Above Rs.25,000 and upto Rs. Five lakhs	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.5 lakhs and upto ten lakhs	One in the 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 one English, Daily.

- (f) Important advertisements may be issued to English, Tamil and Kannada Dailies at the discretion of the Director of Public Relations

6. The above orders are applicable to all Government Department

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

8. At the beginning of every financial year, the Director of Public Relations will negotiate with the Dailies and enter into contract with them fixing advertisement rates, which will be firm for one year.

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

10. Display advertisements will be issued to special numbers of dailies, weeklies and other periodicals and also occasional publications like souvenirs, annuals etc.

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

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

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13. Display advertisements will not be issued more than 3 times to weeklies, and more than two times to fortnightlies and monthlies by Government Departments within a course of a financial year.

14. Advertisement charges for display advertisements to weeklies, fortnightlies and monthlies should not normally exceed the following rates.

RA3 Size

1000 to 2000 copies	Full Page	Rs.300
2000 to 5000 copies	Full Page	Rs.450
5000 to 10000 copies	Full Page	Rs.700
Above 10000 copies	Full Page	Rs.1000

RA4 Size

1000 to 2000 copies	Full Page	Rs.250
2000 to 5000 copies	Full Page	Rs.500
5000 to 10000 copies	Full Page	Rs.750
Above 10000 copies	Full Page	Rs.900

RA5 Size

1000 to 2000 copies	Full Page	Rs.100
2000 to 5000 copies	Full Page	Rs.200
5000 to 10000 copies	Full Page	Rs.350
Above 10000 copies	Full Page	Rs.500

15. Display advertisements to occasional publications and souvenirs will normally be given at a rate not exceeding Rs.500.00 for full page, Rs.25000 for half page and Rs. 125.00 for quarter page.

By Order of the Governor,

T.K.RAJASEKHARAN,
Joint Secretary to Government.

To

All Head of Departments

All Departments of Secretariat

The Secretary, Kerala Public Service Commission (with C.L.)

The Registrar, University of Kerala (with C.L.)

The Secretary, Vigilance Commissioner (with C.L.)

The Registrar, High Court, Ernakulam (with C.L.)

The General Manager, Kerala State Road Transport Corporation, Trivandrum
(with C.L.)

The Secretary, Kerala State Electricity Board, Trivandrum (with C.L.)

The Accountant General, Kerala

All Secretaries, Addl. Secretaries, Joint Secretaries, Deputy Secretaries and Under
Secretaries to Government.

The Private Secretaries to Chief Minister and other Ministers

The Under Secretary to Chief Secretary

The Public (SC) Department

Endt. On D3-5494/80 dated 11-01-1984

Copy to all Executive Engineers under this circle

Copy to Superintending Engineer's table/Personal Assistant/Financial Assistant/Junior
Superintendent/H.D.'s I, II and III, D1/D2/D3/D4/D5/D6/D7/D8/D9/D10/D11 and D12.

For Superintending Engineer.