



GUIDELINES & PROCEDURES
ADVERTISEMENT POLICY 2021



PRESS INFORMATION DEPARTMENT
MINISTRY OF INFORMATION & BROADCASTING
GOVERNMENT OF PAKISTAN

DIGITAL

Scope of Digital Media Advertisement:

- Implementation of Digital Media Advertising and Digital Marketing Communication to promote and disseminate message of Government of Pakistan through Ministry of Information & Broadcasting.
- Implementation of Digital Media campaigns relating to initiatives taken by the Government and important events of national and international significance. The Government of Pakistan will decide the themes of the campaigns through the Ministry of Information and Broadcasting.
- Nothing in contradiction with the existing advertising mechanism of PID/Ministry of Information & Broadcasting.

APPLICABILITY OF DIGITAL MEDIA ADVERTISEMENT RATES:

The proposed mechanism shall be applicable on all Government Ministries, Departments, Divisions, Autonomous or Semi-Autonomous bodies for placement of their advertisements on Websites, News Websites of both types; Online newspapers and/ or portals of existing newspapers that are digitally updated editions and are NOT replica/scanned versions of Digital Media Wing / PID.

However, only those News Websites and/ or portals will be entitled for Government Digital Media advertisements which are enlisted with Press Information Department/Cyber Wing upon fulfilment of the following criteria for enlistment.

- All websites must provide access to DMW/ Cyber Wing for monitoring Google Analytics data. For the purpose, Cyber Wing will provide a specified email address to all websites. (The overall monitoring and tracking system to be placed in PID/Digital Media Wing).
- Verification of Web Traffic to be made by Digital Media Wing/Cyber Wing.
- The website may be owned and operated by Newspapers/ TV Channels/ Professionals in Pakistan, registered with MOIB.
- Websites repugnant to Article 19 of the constitution of Pakistan will be removed from PID list for online advertisement after thorough investigation by content committee and approval of the competent authority.
- The Digital Advertisement Agencies and web portals registered with Ministry of Information and Broadcasting / PID shall be given preference.

ENLISTMENT OF WEBSITES:

Sr. No	Activity/ Category	Description
01	A website eligible for Government online advertisement	Must have minimum of 100,000 visits per month.
02	For websites, news / newspapers/ satellite TV channels websites the rate will be calculated on CPM (Cost per thousand impressions and as per the systematic ranking	Minimum CPM - PKR 100. (Increased rates will only be accepted subject to website ranking mechanism)
03	The Ad rates will be assessed on size, position and placement of the advertisement displayed on the particular website in addition to its brand value.	As mentioned below
04	Sponsored Articles	Article/Content, up to 400 Words, 10 Pictures and minimum 02 Videos (Rates to be determined by CRU Based on Rating).
05	Review of enlisted website traffic will be undertaken before and after the campaign by MoIB/PID.	Google Analytics Access needs to be given to DMW/Cyber Wing.
06	The bills/invoices of advertisements placed on the websites must be accompanied by certification from Digital Media Wing/Cyber Wing.	

* (Size, Duration and Position Chart) Subject to quarterly review of Content Review Unit (CRU).

- Established office in Pakistan in any of Metropolitan Cities
- Must have:
 - A website, LinkedIn profile, Facebook and Twitter presence
 - Digital Marketing /SEO Specialists
 - Digital content specialists
 - Online Research associates
- Provide Clientele list of handling Digital Advertising Business
- Adequate Financial liquidity to handle Advertisements/ campaigns
- Any Internationally recognized Certifications or enterprise subscriptions for online tools
- will be given advantage (Google Ad word, Hootsuite, Meltwater etc.)
- A valid NTN must be provided
- A minimum of 2-3 years of experience in Exclusive Digital Advertising including major platforms (Facebook, Twitter, YouTube, Google Ad word, Websites etc.)

CRITERIA FOR RELEASE OF DIGITAL ADVERTISEMENTS ON PID REGISTERED WEBSITES:

- All ads and sponsored articles to be released by Press Information Department through enlisted Digital Advertisement Agencies.
- For all display/video digital advertisement campaigns, an open competition shall be called for the selection of advertisement agencies.
- Varied sizes and criteria for Online positioning and placement of the advertisement is listed below (may be re adjusted as per the mobile screen/ tabs and other handy gadgets:

Sr. No	Size	Position	Duration	Rates
1	300 x 250	Medium Rectangle	Per Impression	Rates will be charged as per the systematic ranking of the website
2	468 x 60	Full Banner	Per Impression	
3	728 x 90	Leaderboard	Per Impression	
4	336 x 280	Square	Per Impression	
5	160 x 600	Skyscraper or Blockroad	Per Day	
6	120 x 600	Skyscraper or Blockroad	Per Day	
7	120 x 600	Small Skyscraper	Per Day Impressions	
8	240 x 240	Fat Skyscraper	Per Day Impressions	

- MOIB through Press Information Department / Cyber Wing will maintain and update the list of News Websites and/ or portals and/ or subsequent any other new media platform(s) and release the advertisement in category-wise allocations as given below based on daily visitors
- English, Urdu and a separate head of regional languages must be considered in dissemination of the messages / Federal Government advertisements online.
- 5% quota for regional websites (ONLY IN REGIONAL LANGUAGES OR DULY SUPPORTED FORMATS) to be specified.
- The distribution of advertisement will further be based on audience and regional specification/reach of the News Websites and/ or portals.
- In case of any violation by the enlisted Digital Advertising Agency, PID may be authorized to black list/ suspend or delist the Digital Media Advertising Agency from the Federal Government at any point in time.
- News Websites and/or portals will have to guarantee a minimum viewership on their sponsored articles within 48 hours of posting and in case the minimum viewership is not met, they will have to post additional articles till the minimum viewership guaranteed is reached to ensure payment.

- The advertisements will be given on calculated share/ performance matrix given below

Sr. No	Website Monitoring Parameters	Percentages (%)
1	Ranking as per Google Analytics	30%
2	Ranking as per Alexa or any other established online ranking platform	20%
3	Per day average website traffic for last one year	20 %
4	Significance to Public Interest	20 %
5	Accessibility of the website (UI Design, Mobile compatibility)	10 %

CONTENT COMMITTEE:

- A content committee shall be formed for checking and ensuring the quality of content produced for campaigns and digital advertisements.
- The committee will also be responsible for approving campaigns and shortlisting agencies/influencers for campaigns.
- It may also identify key government initiatives and devise complete digital media strategy in collaboration with client. e.g. (Kashmir Day, Independence Day, Defence Day).
- The content committee will have following composition
 - PIO, PID will be the head of Committee.
 - DG Cyber Wing.
 - Head of DMW.
 - One representative of the client Ministry/Department.
 - Two Co-opted members from MOIB (well versed in Digital Media)
- Only those websites or social media pages will be entitled for government advertisements which are approved by PID/Cyber Wing and adhere to the Article 19 of Constitution of Islamic Republic of Pakistan.

BILLING:

- The payable charges will include the original budget allocated for the campaign with additional 15% (maximum) service charges for the Advertising/ Digital Agency/ Digital Publishers/ Influencers.
- The website shall submit its bills directly or through an advertising agency with third party server data to DMW/PID and must contain following details
 - Name of Campaign
 - Date/s of Campaign
 - Number of Impressions Promised
 - Ad Location
 - Ad Size & Format
 - Number of Impressions Obtained
 - Engagements
 - Outreach
- MOIB should consult Ministry of Finance/AGPR for provisioning of Debit Cards for Online Payments.

Note: Other globally recognized social mediums will be paid on real-time basis duly supported with original invoice from the Social media platform (Facebook, Twitter, YouTube, Google, Adword, Instagram etc).

REGISTRATION AND ADVERTISING MECHANISM FOR INFLUENCERS/ BLOGGERS/ V-LOGGERS:

- Minimum following of 35000 people.
- Have been active on the profile for at least 18 months prior to registering.
- Have worked with at least 2 MNCs or Government agencies in the last 12 months.
- Rates will be determined by the Content Committee.

CRITERIA OF VIDEO PACKAGE FOR INFLUENCERS:

- Video package includes production/dissemination and outreach of campaign material.
- Influencer needs to ensure viewership of half the amount of total number of subscribers within 2 weeks of the publishing of the content.

For example If a creator has 500,000 subscribers, they have to ensure viewership of 250,000 within 2 weeks. Creator can use media buying to reach the stipulated amount of viewership.

- If required number of views are not reached, creator will not be paid unless another package is delivered to ensure aggregated number of views to reach the required KPIs.

Note: Only original content production is acceptable including audios & visuals.

No copyrighted material can be used in any of the content production.

Instagram Influencers Instagram	Pricing
Stories (for minimum 3 stories, in one-month	1/3 of the total number of subscribers.
Posts (for minimum 8 posts in one-month	1/2 of the total number of subscribers.

BILLING:

- The Influencers/ Bloggers/ V-loggers shall provide active bank account number with valid NTN number for direct payment.

Ads on Social Media Platforms:

Social Platforms including but not limited to the following will be used for digital advertisements

- i) Facebook
- ii) Twitter
- iii) YouTube and other video streaming sites
- iv) Instagram

DEFINITIONS/TERMS:

- **Internet Newspapers or Online Newspaper or News Websites** is used for any website dedicated for generating news content with no association with an existing printed newspaper.
- **E-paper or E-Newspaper**, or electronic paper are terms different from Internet newspapers and are used for a "digital edition" and/or a 'replica or scanned format' of a printed newspaper accessed via the Internet. E-newspaper are associated with an existing newspaper in print.
- **"Digital marketing communication"** refer to marketing communication that uses digital interactive media to deliver promotional advertising messages to consumers/audiences with the objective to promote initiatives/products and services, or to influence behavior of people.
- **"Social media"** refers to mobile, digital and online platforms that allow the creation and exchange of user-generated content by individuals, communities and corporations. Users create and propagate content and engage on such platforms.
- **Digital Advertisement Agency** is an advertising agency that brings graphic design and copywriting together with new technology and modern marketing techniques. That may include standalone digital ad/marketing agency or any other advertisement agency with designated digital media facility.
- **Run of Site (ROS):** means that a banner or other type of online advertisement can appear on any page, and usually in any open placement, of a particular website.