

GOVERNMENT OF MEGHALAYA
Department of Information and Public Relations
ADVERTISEMENT POLICY
Dated Shillong, the 6th October, 1988

No. IPR. 69/88/38 - With a view to secure wide publication publicity and coverage of all concerned sections of the population, through an integrated arrangement for the issue of Government advertisements, the Governor of Meghalaya is pleased to specify, that with immediate effect-

1. The Directorate of Information and Public Relations will function as Nodal Authority for issue of all State Government advertisements to empanelled local, regional and national newspapers and periodicals.
2. No advertisement will be issued directly to any newspaper to periodical, by any department or their subordinate offices with effect from 1st November, 1988.
3. All department and subordinate offices shall send their advertisement to the Nodal Authority for suitable issue.
4. In exceptional cases of unforeseen emergency where the advertisement gives thn or lesser days of notice, District/Subdivisional Departmental Offices may, with recorded justification, send classified advertisement to the District/Subdivisional Information Officer concerned for release to the local newspaper of such District/Subdivisional with due intimation to the Nodal Authority with a copy of the recorded justification for such emergency action.
5. Advertisement will not be issued to newspaper(s), the content(s) of which, in the opinion of State Government, have contained materials which are likely to incite communal passion, motivation violence or otherwise offend socially accepted conventions of public decency and morals.
6. While fair and equitable distribution of Government advertisements amongst local newspapers, commensurate with the disclosed level of circulation of each such newspapers, will be made, such advertisements are not intended to be a source of financial assistance to any newspapers.
7. In allocating advertisements the Nodal Authority will take into account-
 - (a) the area and section of the community required to be covered by the advertisement;
 - (b) coverage of readers from different walks of life in respect of advertisements connected to national campaigns, etc.
8. The newspapers which periodically receive Government advertisements are expected to regularly publish news items and articles on current affairs, development programmes and the contents of news releases issued from time to time by the Directorate of Information and Public Relations, Meghalaya, in the form of 'press note' and 'press releases'.
9. To qualify for empanelment for issue of advertisement, a newspaper must-
 - (a) have uninterrupted and regular periodical publication for a period of not less than two months in the case of a local Daily, not less than three months in the case of a local Bi-weekly and not less than six months (amended to four months till 31.12.89 vide IPR 69/88/49, Dt. 18.01.89) in the case of a local Weekly Newspaper. Such criteria will equally apply to a newspaper which ceases publication for a period of one month or more and causes publication again, thereafter:
 - (b) have a minimum 'paid-circulation' of not less than 1000 copies;
 - (c) be regular in publication and have at least thirty issues every month in case of Daily, at least eight issues every month in case of Bi-weekly and at least four issues every month in case of Weekly.

(d) furnish an affidavit of the circulation statistics of such newspaper for a minimum period as specified in para 9 (a) of this OM to the Director of Information and Public Relations, Meghalaya. The circulation figures as specified in the affidavit, if proved incorrectly, will render the newspaper ineligible for advertisement for a minimum period of two years from the date of such disqualification besides rendering the newspaper liable to be sued according to law.

10. Specification of advertising All - Government advertising shall be made according to the following as specification-

(a) Headlines and/or headings of advertisement shall be printed in not exceeding 14 points type face size, except for display advertisement.

(b) Sub -Headings of an advertisement shall not exceed 12 point type size.

(c) The contents of an advertisement except the headlines and/or headings/sub-headings shall not exceed 12 points type face size.

(d) No spacing or lead insertion can be made between the lines of an advertisement.

(e) Spacing between the 'heading' and/or 'headline', and the contents of an advertisement, or between its paragraph (s) or between the paragraph and the designation of the authority issuing the advertisements should not exceed 3 points lead.

11. Local newspaper must submit to the Director Information and Public Relations, Meghalaya within the 15th January and the 15th July, each year a statement showing the total number of issues brought out by the newspaper during the preceding six months period. No advertisement will be issued to a newspaper which fails to comply with such requirement.

12. All editors and all publishers of local newspapers must send two copies of every issue of newspaper which they edit publish, whether Daily, Bi-weekly, Weekly or Monthly to the Director, Information and Public Relations, Meghalaya free of cost, on the date of issue, failing which the year liable to have their newspaper removed from the panel of local newspaper maintained in the Directorate of Information and Public Relations for the purpose of issue Government Advertisements.

The Government of Meghalaya will fix, from time to time, the rate payable per column-centimetre of classified advertisement issue to local newspapers. Rates for display advertisements issued to local newspapers and journals on special occasions, shall likewise be fixed by Government.