

Note on Advertisements

Preamble

The Department of Information and Public Relations functions to achieve its objectives and goals through dissemination and transmission of information, publicity and public relations. Dissemination of information is also constitutional duty of the government. The department operates its multi-media systems for effective publicity and performs a signal service in acting as a bridge between the people and the government and creates awareness among all sections of the people on government policies, plans and programmes intended for their welfare and development.

Dissemination of Information

The main objective of the department is basically two fold viz., informing the public about the policies and programmes of the government on one hand and keeping the government informed of the peoples reaction to its policies and programmes on the other. Communication is the most vital process for socio-economic development.

This department adopts different modes for dissemination of information and publicity activities. One of the important methods is advertisements which involve “Print & Outdoor” media. Quality and economy are quite essential for constructive development of a society, where there is inevitable competition – these two elements certainly exist. Huge participation of relevant people/agencies/organisations can only create tough and healthy competition. For this, wider publicity is required. Advertisement plays a vital role in this aspect.

All the departments perform their activities to fulfil the objects, which involve participation of people/ agencies/ organisations etc., take the matters to their notices through release of advertisements. The object of advertisements is mainly to give wide publicity on the policies and programmes for successful implementation.

Depending upon the object and subject matters, advertisements are being released in various types. Mainly they are: 1. Classified and 2. Display.

Having realized the importance of advertisements, the government has centralized the policy of releasing advertisements and issued orders vide G.O.Ms.No.37, General Administration (I&PR) department, dated 22.1.1994 that all the advertisements of government departments, government undertaking/corporations should be released through Information and Public Relations department only. The Chief Secretary to Government of AP vide circular memo no:3862/169/BG.III/A1/13 dt:9-5-2013 issued advisory to all HoDs/corporations/PSUs to release advertisements of Print, Electronic and Outdoor media through I&PR Department only.

The department releases display advertisements for publicity on various important government programmes, National festivals and State festivals etc.

Print Media

Empanelment of Big Dailies in Media List

This department is following the conditions as mandatory to empanel a Big daily in the media list of this department.

- RNI Certificate
- Postal, Printer & Publisher Certificate
- Circulation figures of newspapers issued by ABC, CA, or RNI.

Fixation and Revision of advertisement tariff of Big dailies

- Till 2008, this department followed the system of accepting commercial rates quoted by newspaper managements. Then, a decision was taken to put a ceiling of 20% on the hike of advertisement tariff every year. However, it is felt to streamline the system further.
- From 2011, the ABC circulated dailies given enhancement @ 11% on existing rates and 9% to CA attested dailies.

Edition expansion of an empanelled Big daily

- Any new edition started by an empanelled daily will be included in the media list duly verifying RNI, regularity and circulation report from designated authority.

Categorization of Dailies

There is no prescribed benchmark for classification of newspapers. However, as per analogy of DAVP, the Newspapers are classified into three categories, namely

- i) Small, with a circulation of up to 25,000 copies per publishing day.
- ii) Medium, between 25,001 and 75,000 copies per publishing day,
- iii) Big, with a circulation of above 75,000 copies per publishing day.

Procedure for release of advertisements

- Keeping in view of publicity requirements and availability of funds, a balanced and equitable placing of advertisements is being followed. Government advertisements are not intended to be a measure of financial assistance to newspapers. However, appropriate weightage will be given to only genuine newspapers which circulate news or comments on current affairs, etc. Regularity in Publication is to be considered as one of the criterion for release of Government advertisements. There must be widest possible coverage so as to reach the masses.
- All Classified and Display advertisements of State Government Departments, Undertakings, Corporations, and Boards etc. will be routed through Information and Public Relations Department to eligible news papers in the approved list.
- In no case, advertisements shall be released directly by other departments of government, Heads of departments and subordinate Offices.
- In case of any wrong publication of printing mistake which may misguide or which may not convey the intended message, the publisher shall republish the advertisement, free of cost on request, failing which the bill for such wrong publication will not be accepted for payment.

Empanelment of Small Dailies in Media List

This department adopted following guidelines for empanelment of Small newspaper in the list of I&PR Department.

- Place & year of establishment; Postal, Printer & Publisher Certificate; RNI Certificate; 18 (eighteen) months from the date of RNI Certificate; Circulation shall not be less than 5000 copies per day. Circulation figures of newspapers to be issued/ Certified by C.A; Size of the newspaper 7 standard columns with 45 cms in crown size with minimum 4 pages.

Advertising Agencies

- This department empanelled Print & multi-media creative agencies for the benefit of other departments and also for its own creative requirements for print and multi-media campaigns.
- The rule for categorization is mainly based on annual turnover and their overall profile in clientele business apart from fulfillment of other mandatory documents required under Multi-media, Print & Outdoor and Classified ads.

Outdoor Publicity

- Advertisements in outdoor media easily attract the attention of the people. They are more visible, long-lasting and durable and reach remote parts also. As it is one medium which assures the permanence of the message to be displayed its effectiveness in comparison to television or print media is multiple.
- Outdoor medium is widely used for promoting various social awareness programmes targeted to a wide range of audience. The government policies and messages are advertised through various outdoor media units like: Hoardings, Bus panels, Full bus paintings, Bus shelters, Pillar Boards, Pole Kiosks, Unipole or Bipole, Gantries (Advertising on foot-over-bridges), Road signage displays, etc.
- The vinyl rates and rentals were fixed by arriving the lowest thro' open tenders.

Objective of government publicity

The welfare schemes being implemented by the government for welfare of privileged beneficiary should reach them. The spending on publicity will be ineffective if the desired results are not achieved corresponding with the expenditure on advertisements and publicity.
