

(INFORMATION DEPARTMENT) GOVERNMENT OF GILGIT-BALTISTAN



(AMENDED)

GB ADVERTISEMENT POLICY 2025

Handwritten signature/initials

Handwritten signature/initials

(INFORMATION DEPARTMENT)
GOVERNMENT OF GILGIT-BALTISTAN
ADVERTISEMENT POLICY FOR PRINT AND ELECTRONIC-DIGITAL MEDIA

1. OBJECTIVE

The policy focuses on effectively distributing public sector advertisements to ABC certified periodicals and regulating the placement of TV commercials and paid content on mainstream TV channels to showcase government initiatives. It assigns clear responsibilities to the Information Department Gilgit-Baltistan and all subordinate government departments, ensuring proper disposal of public sector advertisements and televised content on various platforms. This updated policy aims to enhance transparency, fairness, and adherence to federal guidelines while adapting to changes in the mass media landscape, superseding the earlier GB Advertisement Policy of 2018.

2. SCOPE

The Information Department of Gilgit-Baltistan serves as a vital link between the government and the public, actively disseminating information through various media channels and newspapers. It highlights government activities, aiming to bridge the gap between institutions and the public. Additionally, it manages administrative and financial responsibilities for offices under the government's control and autonomous bodies, particularly concerning advertisements and promotional materials in national and regional newspapers.

This policy supports and promotes the media industry in Gilgit-Baltistan, crucial for its reliance on public sector advertisements since there is no private sector and private advertisements to finance the local media industry.

It will be applicable to all the departments working under the administrative control of the Govt. of Gilgit-Baltistan.

3. CLASSIFICATION OF NEWSPAPERS (PERIODICALS)

a. National Newspapers

Newspapers eligible for listing in GB Media List should be published from three major cities in Pakistan, have wide national readership, and ensure nomination/presence of a salaried working journalists from GB as focal person/business representative for effective coordination with the Information Department GB. They must allocate sufficient coverage to the provincial government's activities in their Islamabad/Rawalpindi editions. For new periodicals seeking inclusion in the GB Media list, establishing a bureau in GB, appointing a Regional journalist as an authorized business manager or representative, and ensuring circulation throughout GB are mandatory criteria.

b. Regional Newspapers.

Regional newspapers originating from the Gilgit or any city within Gilgit-Baltistan must have circulation and readership in each district and sub-division of the province. Presence of an active and updated website shall be mandatory.

Following criterion shall be ensured for release of advertisements to print media:

4. CRITERION FOR NEWSPAPERS/PERIODICALS

- a. The basic criterion for release of Government advertisements shall be on "circulation- cum- merit basis".
- b. Circulation refers to the certified numbers provided by the Audit Bureau of Circulation (ABC) of the Ministry of Information & Broadcasting in Islamabad and the Press Information Department of the Government of Pakistan. Additionally, it involves physical stall verification by authorized officers from the Information Department Gilgit-Baltistan. These verifications are conducted based on regularity reports issued by the Information Department GB and its divisional offices across all districts of GB. The DC Office/AC Office may be requested for provision of stall reports/availability status of any particular newspaper on the written request of Information Department GB.
- c. **MERIT** means:-
 - (i) The ideological tenor of the daily newspaper,
 - (ii) Islam is the ideology of Pakistan.
 - (iii) Commitment to the integrity of the State.
 - (iv) The relative objectivity in reporting.
 - (v) Daily Press trend towards projection of the governmental activities.

5. GILGIT-BALTISTAN MEDIA LIST:

Information Department, GB shall have the mandate to maintain the GB Media list. Only those periodicals fulfilling the requisite criteria i.e. Circulation across GB, having ABC Certificate from the Federal Ministry of Information & Broadcasting, listed on Central Media List shall be entitled to be on the GB Media list and are eligible for release of advertisements.

However, the periodicals on GB Media List shall have no right to claim advertisements as a matter of right.

A scrutiny committee comprised of following officers shall be authorized to decide inclusion/deletion of a periodical from the **GB Media List**:

a. COMPOSITION:

- | | |
|-----------------------------------------------------|-----------------|
| i. Deputy Director Information, GB | Chairman |
| ii. Representative of Home & Prisons Department, GB | Member |
| iii. Assistant Director Advertisement | Member |
| iv. Information Officer/AD (Publicity) | Member |
| v. Legal Advisor (Information Department, GB) | Member |

b. MANDATE OF THE COMMITTEE:

The scrutiny committee shall be mandated with the task of inclusion and exclusion of newspapers in the provincial media list. The GB Media list of newspapers will be reviewed by the committee in July and January of each year to include or exclude newspapers therein as per provided criteria. Any periodical seeking to be included in the **Provincial Media List** shall have to ensure circulation of the periodical for at least three months before submission of application. The application shall also contain record (printed copies) of newspapers against the last three months.

c. EXCLUSION FROM THE GB MEDIA LIST

A newspaper shall be excluded from the provincial media list on any of the following grounds:

- i. If a newspaper is not published regularly for **Seven (07) days** (other than the holidays notified by **All Pakistan Newspapers Society/Gilgit-Baltistan Newspaper Society**) in a month.
- ii. If the minimum number of pages required for dailies & Weeklies as prescribed in the GB Advertisement Policy are not maintained for one month.
- iii. If the declaration or registration of a newspaper is cancelled it will automatically be excluded from the provincial media list.
- iv. If a newspaper is published without printing its print line for five consecutive days.
- v. If the periodicals do not comply with the Advertisement Policy and other SOPs of the Information Department, GB.
- vi. If the periodicals furnish, present false claims against advertisement liabilities, the committee shall have the right to delist the newspapers from GB Media list.
- vii. If any of the record of newspaper is found incorrect, forged or tampered, IDGB shall immediately delist the newspaper and the case shall be referred to the GB Media Listing Committee.
- viii. If the newspaper publishes public sector advertisements without the authorization of the IDGB, release of advertisement to the newspaper shall be stopped for a period of **ONE** month.
- ix. If circulation is not ensured in all districts the periodicals shall be delisted with the approval of the Media Listing Committee.
- x. If the publication is recommended to be delisted on the advice of **ITNE** (Implementation Tribunal for Newspaper Employees) release of advertisements shall be immediately stopped.

6. VERIFICATION OF PRINTING AND CIRCULATION FIGURES

Information Department, GB shall have the right to visit and inspect printing press of newspapers to check the printing as declared and claimed by each newspaper as per ABC certificate, printing press or the periodical which do not abide by the rules shall be suspended from the GB Media list for a period of one (01) month.

- a. Advertisement(s) shall not be released to the daily/weekly newspapers which are hardly available on stalls, with hawkers or in the market. Strict vigilance shall be kept in this matter to ensure the precious government revenue is not wasted. Periodicals having insufficient circulation in remote districts of GB shall not be issued advertisements, irregular periodicals shall be issued two warnings/notices prior to suspension from the **GB Media List**.
- b. In this respect a team of Information Department, GB shall conduct surprise visits of districts to record availability of regional newspapers and national newspapers.
- c. Weekly newspapers must ensure publication on the specified day during the week and also ensure printing of date on the mast head of the periodical.
- d. The periodicals claiming to be regional newspapers must contain editorial on Gilgit-Baltistan specific issues, regional newspapers shall have front and back pages dedicated to the news from Gilgit-Baltistan. Each newspaper must carry at least forty to fifty percent photographs, handouts/press releases issued by IDGB or RIOs of the divisions prominently and regularly.

7. DISTRIBUTION OF ADVERTISEMENTS

Information Department, GB has a fully functional directorate which is capable of timely release and publication of public sector advertisements from across GB. The Directorate on the analogy of the rest of the Federal PID and provincial DGPRs, shall have the mandate to make arrangements for publication of public sector advertisements and ensuring payment to the concerned newspaper(s), news agencies or client advertising agency after verification of the claims as per the rates notified by the Federal PID.

The directorate shall be empowered to release routine public sector advertisements (Vacancy Announcements, Tender Notices, Expression of Interest, Public Notices and Show Cause Notices etc.) on the demand and request of the client department after receiving the Client Request Order along with the advertisement material. However, Special Supplements shall only be issued after soliciting approval of the competent authority i.e. Secretary Information Department Gilgit-Baltistan.

As specified in the clause 15 of the GB PPRA Act, "Procurements over five hundred thousand PKR and up to the limit of 3.00 Million PKR shall be advertised on the authority's website in the manner and format specified by regulation by the authority from time to time. These procurement opportunities may also be advertised in print media, if deemed necessary by the procuring agency, provided that the lower

financial limit for advertisement on authority's website for open competitive bidding shall be the prescribed financial limit for request for quotations under clause (b) of Rule 45."

The minimum mandatory number of Regional and National newspapers in which a specific type of advertisement(s) shall be published is detailed below:

a. TENDER NOTICES

Total Cost of Tender (Rs.)	Regional Newspaper (Minimum No.)	National Newspapers (Minimum No.)
<i>Advertisements below PKR 3.00 Million, except consultancies and important announcements having national impact shall also be advertised in at least Three Regional newspapers.</i>	<i>03 regional ABC Certified newspapers having circulation and presence in districts</i>	Nil
<i>Above PKR 3.00 Million (Client Departments shall have to specify the total cost of the procurement so that necessary insertions and number of newspapers could be ensured)</i>	<i>04 regional ABC Certified newspapers having circulation and presence in districts</i>	02 national (01 Urdu, 01 English) however client department shall have to arrange display of advertisement on PPRA website by themselves.
<i>Above PKR 10.00 Million (Client Departments shall have to specify the total cost of the procurement so that necessary insertions and number of newspapers could be ensured)</i>	<i>04 regional ABC Certified newspapers having circulation and presence in districts</i>	02 national (01 Urdu, 01 English) however client department shall have to arrange display of advertisement on PPRA website by themselves.

b. VACANCY ANNOUNCEMENTS/ JOB OPPORTUNITIES

Pay Scale/Advertised Posts/Vacancies	Regional Newspaper (Minimum No.)	National Newspapers (Minimum No.)
<i>From BPS 01-05</i>	<i>02 District level</i>	Nil
	<i>03 on Divisional level</i>	
<i>BPS 6-9</i>	<i>03 Regional ABC Certified newspapers having circulation and presence in districts</i>	01 (English or Urdu)
<i>BPS 10-15</i>	<i>03 Regional ABC Certified newspapers having circulation and presence in districts</i>	01 (English or Urdu)

BPS 16 & above	04 regional ABC Certified newspapers having circulation and presence in districts	02 (1 English and 01 Urdu)
---------------------------	------------------------------------------------------------------------------------------	-----------------------------------

c: SHOW CAUSE NOTICES

Show cause Notice	Regional Newspaper (Minimum No.)	National Newspapers (Minimum No.)
General Show cause Notice issued up to BPS-05	03 regional ABC Certified newspapers having circulation and presence in districts	As per requirement of the client Department
Issued to Employees Up to BPS- 15	03 regional ABC Certified newspapers having circulation and presence in districts	01 (English or Urdu)
Issued to Employee of BPS-16 and above	04 regional ABC Certified newspapers having circulation and presence in districts	02 (1 English and 01 Urdu)

d. PUBLIC NOTICES

Public Notices	Regional Newspaper (Minimum No.)	National Newspapers (Minimum No.)
Notice of Provincial/ Regional interest (As per the request of Client Department)	03	01 (English or Urdu)
Notice of National Interest (As per the request of Client Department)	03	02 (01 English and 01 Urdu)

8. ADDITIONS

The Information Department, Gilgit-Baltistan, in line with the policy of the Federal Government to enhance and support the Regional Newspapers, shall have the powers to increase the number of newspapers recommended by the client department up to 25% keeping in view the target area and the contents of the advertisement.

9. ADVERTISEMENTS IN INTERNATIONAL PUBLICATIONS

Advertisements meant for International Publication shall be forwarded to External Publicity Wing, Federal Press Information Department (PID) for onward publication/necessary action. The client department must ensure submission of the content/ advertisement material at least **45 Days** prior to the publication date.

Waleed

10. SPECIAL ADVERTISEMENTS (SPECIAL SUPPLEMENTS ON DAYS OF REGIONAL AND NATIONAL IMPORTANCE)

- a. Special supplement (**centralized and combined**) on behalf of Government of Gilgit-Baltistan shall be prepared, designed and released by the Information Department GB on occasions of **National/Regional** importance to the regular ABC Certified Regional periodicals. Size of the special Supplement/display advertisement shall not exceed half page of the newspaper, i.e. 27x8 (216 centimeters on front or back page of the newspapers, either in **color or black and white**) subject to availability of funds in the relevant head.

Days of national and regional importance are tabulated as under:

S#	Name of Event	Date	Regional/National
1	Kashmir Day	5 th February	National
2	Pakistan Day	23 rd March	National
3	International Labor Day	1 st May	National
4	Youme Istehsal Kashmir	05 th August	National
5	Independence Day	14 th August	National
6	Defence Day	6 th September	National
7	Independence Day of GB	1 st November	Regional
8	Quaid-e-Azam Day	25 th December	National

- b. The Information Department, GB shall decide the number of insertions. Supplements, shall only be published in newspapers having ABC Certification and included on Central Media List and the GB Media List issued by the Information Department GB. In case of paucity of funds or financial difficulties for the department, this office shall have the right to stop issuance of the special supplement on the days of national and regional importance.
- c. Secretary Information Department GB shall have the authority to make any changes in size, position and number of insertions of special supplement keeping in view the financial position and availability of funds. However, if the provincial government needs to highlight any specific event in print media, the competent authorities, i.e. Chief Minister Office and Chief Secretary Office GB shall send written directives for placement/publication of the advertisement or supplement to the Secretary Information GB.
- d. In case, if a client department either Tourism, Health, Education, Population Welfare Departments etc. require showcasing of any international/national/regional designated day of special importance, the client department shall have to convey the approval of the Chief Secretary Office for publication of such display advertisements in regional or national newspapers.

- e. In case of any urgency or extraordinary situation when the Information Department is required on behalf of any department/office of the provincial government to publish display advertisement or arrange airing of paid promotional content on urgent basis, the IDGB with the approval of Secretary Information GB may engage any Advertising Agency accredited & registered with **Pakistan Broadcasters Association** to design, publish or broadcast the campaign or the paid promotional material.
- f. In case any department desires to have the public opinion on any specific matter of public interest, the advertisement for the purpose shall be published in maximum number of newspapers/media depending upon the departmental budget and nature of announcement.

11. PROCEDURE OF RELEASE OF ADVERTISEMENTS

- a. Department(s) intending to get their advertisement published, shall forward the material of the Advertisement duly signed by authorized officer clearly indicating their name and designation to the Information Department GB along with a **Client's Release Order (C.R.O)** duly signed as per the format specified and annexed at **I** (to be called as Form "A") at least **7 days** before the desired publication date during official working hours.
- b. Keeping in view the difficult terrain and limited means of transportation/communication, the client department may also submit/transmit the advertisement to IDGB through email/WhatsApp for timely submission of CRO and advertisement material.
- c. All the desired specifications shall be mentioned in the C.R.O. The client department shall not specify name(s) of newspapers & size of the advertisement, since release of advertisements is the sole mandate of IDGB under the provisions of GB Advertisement Policy.
- d. Advertisement material is required to be submitted through official route and a government representative from the client department shall deliver the document to the Information Department GB.
- e. Information Department GB will counter check the authenticity of the advertisement via given telephone number provided by the client department in case of any ambiguity.
- f. For prompt action or communication a working **WhatsApp number** of the signatory of the covering letter or the issuing authority shall be mentioned in the CRO.
- g. Projects/Procurements above three million (3.00 Million) may be indicated by client department for ensuring publication in national newspapers.
- h. The Information Department GB after receipt of the advertisement from the client department with C.R.O, shall release the same to the newspapers along with a specified **Release Order (R.O)** as per the format specified and annexed at **II** (to be called as Form "B"), duly signed by the authorized officer of Information Department GB. The material / designed advertisements shall be forwarded to the newspapers through specific e-mail addresses/WhatsApp number provided by the publications or on CDs along with a hard copy at least one day before the desired publishing date.
- i. All the newspapers shall publish the advertisements released by the Information Department GB on the given publication date strictly in accordance with the specifications and standards mentioned in the Release Order. The R.O/IDGB number must be published at the bottom of each advertisement by all the newspapers.

Handwritten signature/initials

- j. All the Regional / national newspapers, after publishing advertisement(s), shall forward their invoices (in triplicate) along with 3x sets of complete newspapers, to the Information Department Gilgit-Baltistan **within 07 days** of the publishing date.
- k. Invoices/Bills against the publication of special supplement should reach the IDGB Office within **ONE WEEK** of publication of the supplement, bills submitted after the given time shall be entertained during the last month of financial year.

12. FORMAT OF NUMBERING OF RELEASE ORDER

The Release Orders issued by the Information Department GB shall be numbered as per the following format:

- a. For advertisement of Gilgit Division (District Gilgit, Ghizer, Hunza and Nagar): **IDGB/GLT/01/2025**
- b. For advertisement of Baltistan Division (District Skardu, Ghanche, Shigar and Kharmang): **IDGB/BLN/01/2025**
- c. For advertisement of Diamer Division (District Chilas and Astore): **IDGB/DMR/01/2025**

The Release Order numbers of each Division shall be started from **01** on **1st January** of every year. Entries of each IDGB Number shall be made on the register on daily basis, the same register should contain other details i.e. client department name, size, position and payment status of the advertisement.

13. RATES OF ADVERTISEMENTS

- a. The advertisement rates fixed by the Federal Ministry of Information & Broadcasting shall be applicable like other provinces.
- b. No additional or special charges in contrast with the policy of Federal Ministry of Information shall be applicable to reduce the financial burden in future. Following additional charges shall be applicable in accordance with the Federal Government rules and procedures:

• Front Page Charges:	100%
• Back Page Charges:	50%
• Colour Charges:	150%
• Spot Colour Charges:	50%

- c. The departments working under the administrative control of Govt. of Gilgit-Baltistan shall be divided into two categories i.e. Govt. & Govt. Commercial departments depending upon the nature of their functions. The advertisements of the departments engaged in any kind of commercial activity shall be charged at the Govt. Commercial Rates as fixed by the Federal Ministry of Information & Broadcasting. The Finance Department, GB shall issue a list of Provincial

Departments falling in category of Pure Govt. Departments & revenue generating Govt. departments and rates shall be applied accordingly.

14. ADVERTISEMENTS OF DEPARTMENTS UNDER THE CONTROL OF FEDERAL GOVT. / AUTONOMOUS BODIES

- a. The departments working in Gilgit-Baltistan under the control of Federal Government including formations of the Armed Forces shall release their advertisements through Federal Press Information Department, Regional Office Gilgit and Sub-Office Skardu and not through Information Department Gilgit-Baltistan.
- b. The autonomous bodies / independent departments like NATCO, GBRSP, KCBL, IFAD/ETI etc. shall ensure publication of advertisements through Information Department GB. The Finance Department GB shall ensure availability of funds in the relevant head and the same may be sent to IDGB for making payment onward. It is required that no direct payments are made by the above mentioned autonomous bodies or departments. This will ensure transparency and reduction in government charges which are sometimes claimed by national-regional newspapers.
- c. For advertisements related to the Public Sector Development Program, the relevant Project Director is required to ensure publication of the advertisement through the provincial Information Department. The relevant PD is also required to submit the advertisement on CRO containing the PSDP/Scheme Number clearly mentioned. It is mandatory for the **Client Department** to ensure payment of advertisement claims within **40 days after publication of the advertisement** under intimation to Information Department GB.
Moreover, the relevant Project Director shall ensure availability of funds in the Advertisement head and the same may be transferred to the account of IDGB as and when required.
- d. Advertisements published through federal PID Regional office shall not be verified or processed for payment by IDGB.

15. PAYMENT OF PRINT ADVERTISEMENTS

- a. In order to streamline the affairs related to release and payment of advertisements, Information Department GB shall set up an online mechanism i.e. A web portal and dedicated software. State-of-the-art software/application will cater to the needs of Information Department, GB and other line departments to keep check on release and payment of advertisement claims based on merit and in a transparent way. The online portal shall have limited password protected access to the authorized officers of the Information Department, GB.
- b. Finance Department, GB and Planning & Development Department, GB shall ensure to increase budget allocation to 3% contingencies of ADP projects. 3% allocation may be made in respect of development projects against each scheme for Publicity & Advertisement purpose with the aim to educate the masses regarding development initiatives taken by the provincial government.

- c. *Invoices/bills submitted by the newspapers shall be verified as per the rates fixed the Federal PID.* The verified claims shall further be sent to the AGPR, Gilgit within ten days (10) of receipt of invoices for payment of bills. Payment shall be made from the available budget with the Information Department, GB as the competent authority has placed funds on the disposal of Secretary Information, GB for payment of **regular** as well as **special supplement** claims.
- d. Line departments shall not make advertisements-related payments to newspapers directly. Departments intending to publish special supplement/display ads on special occasions i.e. World Population Day, World Tourism Day, showcasing of mega projects by releasing special supplements through Information Department are required to arrange funds for placement of display advertisements with the approval and consent of the Chief Secretary Gilgit-Baltistan. The Information Department shall not be responsible for payment of such claims without the authorization and vetting of Finance Department GB.
- e. In case a claim submitted by the newspapers, news agencies or the client advertising agency is erroneously over paid or a dual payment has been made due to any computer error, the payment shall be rectified by adjusting from the amount in the upcoming/unpaid claims during the FY.
- f. Information Department GB shall have no responsibility for the payment of PPRA Bills. The client department advertising/displaying the advertisement on the PPRA Website shall have the responsibility to pay the PPRA bill.
- g. The Information Department, GB shall release the advertisement to the newspapers and the details shall be updated in its centralized/digital system. Payments of advertisements claims on Development side (project procurements, vacancies etc.) shall be subject to release of funds from Finance Department, GB.
- h. The client departments shall NOT make the payments directly to the concerned newspapers otherwise departments concerned shall be responsible for any duplicate payments.

16. GENERAL INSTRUCTIONS

- a. The Information Department, GB shall maintain proper date-wise record of all the periodicals publishing in Gilgit-Baltistan for which all the publications shall provide at least 07 issues of their publications regularly to the Information Department GB.
- b. The circulation audit of all the publications being published in Gilgit-Baltistan shall be conducted by the Federal Audit Bureau of Circulation in accordance with their rules and procedures. However, Regularity Certificate in respect of the newspapers of Gilgit-Baltistan shall be issued by the Information Department Gilgit-Baltistan keeping in view the regular publishing of the newspaper, its quality and provision of copies regularly to the Information Department GB.

- c. For launch of any new publication from Gilgit-Baltistan, the N.O.C shall be issued by the Press Registrar of the Federal Ministry of Information & Broadcasting. However the declaration shall be issued/ authenticated by the Deputy Commissioner, of the District concerned and a copy of the declaration shall be forwarded to the Federal Press Registrar, Home Department Gilgit-Baltistan and the Secretary Information Gilgit-Baltistan.
- d. The code of conduct issued by the Federal Govt. for release of advertisements and the material published in newspapers etc shall also be applicable in Gilgit-Baltistan.
- e. **The Government of Gilgit-Baltistan, with the approval of the Provincial Cabinet, may make any amendment(s) in this policy as and when required.**

17. ADVERTISEMENTS FOR ELECTRONIC MEDIA (TV CHANNELS, CABLE TV NETWORKS AND FM STATIONS & DIGITAL MEDIA IN GB)

- a. The Information Department, GB shall facilitate and release the advertisements of provincial departments to Regional as well as national electronic media (Cable TVs, FM Radio Stations, TV channels, websites etc), in consultation with the client department as per requirement and budgetary allocations of the client department. Information Department, GB shall release the TVC/web advertisements/Informercials to the TV and web portals on the basis of target area and viewership of the medium @ of tariff given to national TV channels.
- b. Number of TV channels/Radio channels and web portals shall be decided in the light of the nature of the paid campaign/target area/audience etc. TVCs of Regional interest shall also be released to cable TV networks in Gilgit-Baltistan.
- c. TVC and Paid content on behalf of Govt. of GB shall be aired on the national mainstream TV Channels through an accredited Advertising Agency listed and authenticated by the Pakistan Broadcasters Association, Pakistan.
- d. The Information Department, GB can hire the services of firms/private production house with regard to preparation/designing/airing and publication of publicity material.
- e. Information Department GB shall also have the mandate to release TVC, Publicity Content and campaigns to digital media channels on need basis, payments shall be made on the basis of tariff approved by the committee comprised of DS Information, DD Information and AD Information GB.
- f. In case of any urgency or extraordinary situation when the Information Department is required on behalf of any department/office or the provincial government to arrange airing of paid promotional content on urgent basis, the IDGB with the approval of secretary Information GB may engage any Advertising Agency accredited & registered with Pakistan Broadcasters Association to design, record or broadcast the campaign or the paid promotional material.

Annex-I

Form-A

In accordance with Govt. of Gilgit Baltistan Advertisement Policy-2025

GOVERNMENT OF GILGIT-BALTISTAN

(Client Department's Name)

Client's Release Order (C.R.O)

C.R.O. No. _____

Date: _____

From: Name of the Ministry/Department Government of Gilgit-Baltistan**To:** The Secretary Information/Deputy Director
Information Department GB,
Gilgit.

Please arrange publication of enclosed advertisement in the newspapers/periodicals in the light of GB Advertisement Policy 2025 as per the specifications given below:

1.	Date(s) of Insertion:	
2.	Caption / Nature of Advt:	
3.	Remarks/Special Insertions(If any)	

(Signature & Stamp of the concerned authority of Client Department)
Contact Number/preferable working WhatsApp Number



Annex-II

Form-B

**IN ACCORDANCE WITH GOVT. OF GILGIT BALTISTAN ADVERTISEMENT POLICY-2025
GOVERNMENT OF GILGIT-BALTISTAN**

(INFORMATION DEPARTMENT GB)

Release Order

Release Order No. _____

Date: _____

The Manager Advertisement,
(Names of Publication with station / edition)

SUBJECT: - PUBLICATION OF PUBLIC SECTOR ADVERTISEMENT(S)

The undersigned is directed to refer to the subject noted above and to enclose herewith a copy of an advertisement pertaining to the office of the _____ for publication in the above-mentioned newspapers on recommended date please.

Detail is as under:

IDGB Number	Description	Space	Date of Publication	Position	Material
IDGB- GLT _/24					

Submission of three (03) compulsory copies of publication containing the said advertisement to the Department concerned and seven copies (07) to this department may please be ensured for our record as per GB Advertisement Policy, 2025.

It is further added that the publishers may kindly submit advertisement bills within (07) days after publication through IDGB for payment to avoid any inconvenience at later stage.

Note: This Department shall not be responsible for any typo/error/misspellings being printed in said advertisement. The corrigendum shall be issued by the concerned for which no claim shall be made.

Information Officer (Advt)
(Signature & Stamp)

Copy to:

1. PS to The Head of Department concerned.

Annex-III

Form-C

IN ACCORDANCE WITH GOVT. OF GILGIT BALTISTAN ADVERTISEMENT POLICY-2025

GOVERNMENT OF GILGIT-BALTISTAN

(INFORMATION DEPARTMENT GB)

RECEIPT OF ADVERTISEMENT BILL

Receipt No. _____

Date: _____

Received an Advertisement Bill No. _____ dated _____ from M/s
_____, amounting to Rs. _____ against an advertisement
issued vide R.O No. _____ along with 03 complete newspapers for necessary
verification in accordance with GB Advertisement Policy 2025.

NAME AND DESIGNATION OF AUTHORIZED REPRESENTATIVE OF
NEWSPAPER:

CNIC NUMBER: _____

MOBILE NUMBER: _____

(Signature & Stamp)