

Meghalaya Advertisement Policy, 1985

MEGHALAYA

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Rule MEGHALAYA-ADVERTISEMENT-POLICY-1985 of 1985

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Meghalaya Advertisement Policy, 1985Published vide Notification No. IPR.69/88/38Last Updated 19th February, 2020No. 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 the 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 newspapers or periodicals, by any Department or their subordinate offices, with effect from 1st November, 1988.

3.

All departments 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 tenor lesser days of notice. District/Sub-divisional Department Offices may, with recorded justification, send classified and advertisement to the District/ Sub-divisional Information Officer concerned for release to the local newspaper of such District/ Subdivision, with due intimation to the Nodal Authority, with a

copy of the recorded justification for such emergent action.

5.

Advertisements will not be issued to Newspaper(s), the content(s) of which, in the opinion of State Government, have contained material which are likely to incite communal passion, motivate 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 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 newspaper.

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 advertisements, a newspaper must-(a)have uninterrupted and regular periodical publications 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 local Bi-weekly and not less than six months 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 the case of a Bi-weekly and at least four issues every month in case of a weekly;(d)furnish an affidavit of the circulation statistics of such newspapers for the minimum period as specified in para 9(a) of this Memo to the Director of Information and Public Relations, Meghalaya. The circulation figures as specified in the affidavit, if proved incorrect, 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 advertisement.

- All Government advertisements shall be made according to the following specification-(a)headlines and/or headings of advertisement shall be printed in not exceeding 14-point type face size, except for display advertisement;(b)sub-headings of an advertisement shall not exceed 8-point type face size;(c)the contents of an advertisement except the headlines and/or headings/sub-headings shall not exceed 12-point 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 'headings' 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;(f)the standard width of the advertisement column should;

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 that 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 a 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 they are liable to have their newspaper removed from the panel of local newspapers maintained in the Directorate of Information and Public Relations for the purpose of issue of Government advertisements

13.

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