

File No. M-24013/55/2017-MUC-I (Vol.-II)
Government of India
Ministry of Information and Broadcasting

Shastri Bhavan, New Delhi
Dated the 23rd July, 2020

OFFICE MEMORANDUM

**SUBJECT: Print Media Advertisement Policy, 2020 -
regarding**

The undersigned is directed to refer to BOC ID No. 14/0148/2018-19/MR&C dated 8th March, 2019 on the subject mentioned above and to forward herewith a copy of the 'Print Media Advertisement Policy, 2020' approved by the competent authority in the Ministry.

2. The 'Print Media Advertisement Policy, 2020' will be effective from 1st August, 2020.

Encl: As above

(Amarendra Singh)

Under Secretary to the Government of India

To,

Bureau of Outreach and communication
(Attention: Shri Satyendra Prakash, DG)
Soochna Bhavan, New Delhi

Copy to : NIC Cell, Ministry of I&B for uploading on the website of
the Ministry

This Policy is effective from 1st August 2020

Print Media Advertisement Policy of the Government of India - 2020

**Ministry of Information and Broadcasting
Government of India
July, 2020**

1. Background

- 1.1. The Ministry of Information and Broadcasting (MIB) is responsible for disseminating information on government policies, schemes and programmes through multiple media of mass communication including radio, television, press, social media, internet websites, printed literature, outdoor media and traditional modes of communication such as dance, drama, folk recitals, etc.
- 1.2. The MIB is also the focal point for policy matters related to the broadcasting sector, as well as for administering the public service broadcasting (Prasar Bharati), multi-media advertising and publicity of government policies and programmes, film promotion and certification and regulation of print media. It is also the administrative line ministry for Indian Information Services officers who work with other Ministries/Departments to coordinate Information and Communication activities.
- 1.3. The MIB, therefore, has a mission and vision to create an enabling environment for the facilitation and dissemination of knowledge, entertainment and information. It does this by effective outreach of flagship schemes of government, strengthening public service broadcasting (TV and radio), facilitating development of the broadcasting sector and promoting value-based cinema for healthy entertainment.
- 1.4. Bureau of Outreach and Communication (BOC) was set up on 8th December, 2017 by integration of erstwhile Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD). The Bureau aims at providing 360 degrees communication solutions to the Ministries/Departments/ Public Sector Undertakings (PSUs)/autonomous bodies. It acts as an advisory body to Government on media strategy. With 23 Regional Outreach Bureaus (ROBs) and 148 Field Outreach Bureaus (FOBs), BOC is engaged in educating people, both rural and urban, about the Government's policies and programmes to evoke their participation in developmental activities.
- 1.5. BOC is the nodal organization for paid outreach campaigns through Print Media, Electronic Media, Outdoor Media, Social Media, Internet Websites, etc, on behalf of client Ministries/Departments and organizations of Government of India in pursuance of para VI (23) of Allocation of Business Rules, 1961 on "Production and release of advertisements on behalf of the Government of India."

2. Need for the Policy Guidelines

- 2.1. BOC disseminates information and undertakes promotional campaigns through advertisements, to create awareness among masses about Government schemes, programmes and policies through various forms of media i.e. Print Media, Electronic Media, Outdoor Media, Social Media, Internet Websites, etc on behalf of various Ministries/ Departments, Public Sector Undertakings,

Autonomous organizations, Central Universities and educational institutions administered and funded by the Government of India.

- 2.2. In order to enable BOC to carry out these activities, there has to be clear guidelines that provide the procedure for empanelment of newspapers and periodicals (will be referred to hereinafter as 'publications'), release of advertisements, advertisement rates, payment of bills and penalties.

3. Objectives of the Policy Guidelines

- 3.1. The primary objective of the Government campaigns through print media is to secure the widest possible coverage of the intended content or message through newspapers and periodicals of current affairs as well as Science, Art, Literature, Sports, Films, Cultural Affairs, etc.
- 3.2. BOC would maintain a list of approved publications for release of advertisements by empanelling acceptable publications. BOC would empanel only such publications which are found suitable for issue of advertisements of the Government of India.
- 3.3. While empanelling, BOC will endeavour to empanel publications having readership from different sections of the society in different parts of the country.
- 3.4. Government advertisements are not intended to be financial assistance to publications.

4. Definitions

- 4.1. **Small publications:** Publications with circulation up to 25,000 copies per publishing day.
- 4.2. **Medium Publications:** Publications with circulation between 25,001 and 75,000 copies per publishing day.
- 4.3. **Big Publications:** Publications with circulation of above 75,000 copies per publishing day.
- 4.4. **BOC Clients:** All Ministries/Departments of Government of India, Public Sector Undertakings, Autonomous Bodies, Central Universities and Educational Institutions administered and funded by the Government of India.

5. Directions for client Ministries/ Departments

- 5.1. In adherence of the Government of India (Allocation of Business Rules), 1961, Para VI (23), BOC is empowered for production and release of advertisements on behalf of Government of India and reiterated by the Cabinet Secretariat from time to time vide D.O. No. 331/1/1/2008-CA.V dated 12th December, 2009, OM No. 331/2/2/2014-Cab.III dated 1st October, 2014, D.O. No. 331/2/2/2014-CA

III/CA V dated 30th September, 2016 and D.O. No. 1/27/2009-MUC (Vol. II) dated 20th June, 2017.

- 5.2. All Ministries/ Departments of the Government of India, Public Sector Undertakings, Autonomous Bodies and Societies, Central Universities, Educational Institutions of Government of India shall route their display advertisements, through BOC. However, they may issue classified advertisements (e.g. tender notices, auction notices, recruitment advertisements, etc.) directly to the BOC empanelled publications at BOC rates and may publish their recruitment advertisements directly in the Employment News at BOC rates.
- 5.3. All clients (except PSUs and Autonomous Bodies, Central Universities and Educational Institutions controlled by Central Government) of BOC will have to place the funds to the tune of 80% of their annual Information, Education and Communication (IEC) budget in advance to BOC within the first quarter of financial year budget through Letter of Authorization (LOA).
- 5.4. PSUs and Autonomous Bodies, Central Universities and Educational Institutions under Central Government will place the funds through Cheque/ DD/ NEFT/ RTGS up to 80% of their annual IEC Budget, within the first Quarter of the financial year and clear all the remaining payments before 28th of February of the financial year.
- 5.5. Alternatively, BOC should be provided with 100% of the estimated expenditure of the advertisements in advance by client Ministries/ Departments, PSUs, Autonomous Bodies, etc. before release of the advertisement by BOC.

6. Procedure for empanelment of publications

6.1. Panel Advisory Committee (PAC)

- 6.1.1. There shall be a Panel Advisory Committee (PAC) for considering applications of publications for empanelment for receiving Government advertisements. The composition of the Committee shall be as under:
 - (i) Additional Director General (MR & C), BOC- Chairman
 - (ii) Additional Director General (Media & Communication) in the Press Information Bureau (PIB) - Member
 - (iii) Press Registrar/Additional Press Registrar- Member
 - (iv) Director/Deputy Secretary/Under Secretary in the Ministry of Information and Broadcasting dealing with print media - Member
 - (v) Additional Director General/Director, BOC, in charge of Print Media Policy as Convener/Member Secretary

(vi) One representative each from the big, medium and small category of newspapers nominated by the Ministry of Information and Broadcasting–Non-official Member.

6.1.2. The recommendations of the PAC, as accepted by the Pr. DG/ DG, BOC regarding empanelment of publications, shall be final.

6.1.3. The tenure of the non-official Member of the PAC would be two(2) years from the date of their nomination by the Government.

6.2 Eligibility criteria for empanelment

A publication fulfilling the following eligibility criteria will be considered for empanelment:

- (i) It must have been uninterrupted and regularly under publication for a period of not less than thirty-six (36) months.
- (ii) House periodicals, souvenirs, annual periodicals, bi-monthlies, quarterlies and second edition of any periodical will not be empanelled.
- (iii) The compulsory uninterrupted and regular publication period of thirty-six (36) months may be relaxed to six (6) months for the following categories:
 - (a) Publications of under-represented languages like Bodo, Dogri, Garhwali, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and tribal languages/dialects.
 - (b) Newspapers and periodicals published from border areas of Jammu and Kashmir, Ladakh, Andaman & Nicobar Islands, Diu Island, Lakshdweep Islands, and North-Eastern States.
- (iv) In case of small and medium newspapers of all regional languages, other than the languages mentioned in para 6.2 (iii) (a) above, the qualifying period of uninterrupted and regular publication will be twelve (12) months.
- (v) A newspaper/periodical should have a circulation of not less than 2,000 copies per publishing day for being considered eligible for empanelment. However, publications covered under Para 6.2 (iii) above need to have circulation of minimum of 500 sold copies per publishing day.
- (vi) It should comply with the provisions of the Press and Registration of Books Act, 1867.
- (vii) It should not have been disqualified by BOC in the last six (6) years.
- (viii) It should be registered with Registrar of Newspapers for India (RNI). It should not have been de-registered by RNI at the time of applying.
- (ix) It should have the following minimum print area:

<u>PERIODICITY</u>	<u>PRINT AREA NOT LESS THAN</u>
Dailies	7,600 Sq. Cms.
Weeklies/ Fortnightlies	3,500 Sq. Cms.
Monthlies	4,800 Sq.Cms

- (x) **Print requirements:** The publication will maintain a reasonable standard specifically on the following parameters:
- a. The print matter and photographs should be legible, neat, clear and without smudges, overwriting and tampering.
 - b. There should be no repetition of news items, editorials and articles from other issues of the same publication.
 - c. There should be no reproduction of news items, editorials and articles from other publications.
 - d. The source of news/articles should be mentioned.
 - e. The masthead on its front page should carry the title of the newspaper, place, date and day of publication: RNI Registration Number (in masthead or Imprint Line), volume and issue number, number of pages and price of publications.
 - f. The newspaper should carry imprint line as required under PRB Act.
 - g. Inner pages must carry page number, place of publication (in multi edition publications), title of the paper and date of publication.
 - h. All the publications must carry editorial.

NOTE: The publisher must ensure that his/her publication fulfils all the norms laid down in the Policy before applying for empanelment/ rate renewal. The application form must be complete in all respects with supporting documents. Incomplete applications will not be considered.

6.3 **Application for fresh empanelment**

- 6.3.1 Fresh applications for empanelment may be made twice a year, i.e., once during February, and other during August, on the empanelment module on BOC's website, <http://davp.nic.in>.
- 6.3.2 These applications will be considered by the Panel Advisory Committee (PAC), the meetings of which shall be held twice a year (in the month of June and December), depending upon the need and number of applications received.
- 6.3.3 After acceptance of the recommendations of the PAC for empanelment of new publications by Pr. DG/ DG, BOC, Rate Contracts are issued to publications, which are effective from the 1st day of the succeeding months.

6.4 Documents to be attached with applications for fresh Empanelment and Rate Renewal

Following documents are required to be attached by publications with hard copy of application for rate renewal:

- a) Copy of RNI Registration Certificate;
- b) Circulation Certificate, as per policy;
- c) Copy of the Annual Return submitted to RNI along with receiving proof;
- d) Details of the publication such as size, language, periodicity, print area and details of printing press, as required by BOC;
- e) Specimen copies of publication (BOC would notify the months for which the specimen copies should be submitted along with the application);
- f) Three copies of the rate card of the publication for commercial advertisements;
- g) Photocopy of the Permanent Account Number (PAN);
- h) No dues certificate from the Press Council of India;
- i) GST Registration Certificate (wherever applicable);
- j) Original copy of certificate signed by the publisher and Cost/ Chartered Accountant for circulation of publication as per proforma given in 'Annexure-A' with their official seals giving the details of newsprint and ink stored and consumed during the period.*

**In case of outsourced printing on contracts basis, the publisher may enclose consumption-details of Newsprint, Printing-ink, etc. duly certified by the printer, if the same is not mentioned in the proforma.*

6.5 Provisional empanelment

6.5.1 Pending the consideration of the application of a publication for empanelment, Pr. DG/ DG, BOC, may grant provisional empanelment to a publication in special circumstances.

6.5.2 Cases of such provisional empanelment will be placed for consideration of the PAC in its next meeting, if the publication has completed all the formalities and eligibility conditions prescribed for empanelment and otherwise found suitable for issue of Government advertisements.

6.6 Empanelment of subsequent edition

The second or consequent edition of already empanelled daily with BOC may be considered for empanelment after uninterrupted publication of minimum four

(4)months. However, the rate given to such edition will be at the lowest rate-slab till completion of twelve (12) months of uninterrupted publication after 1st day of publication.

7 Advertisement rates

- 7.1 The rate structure for advertisements against advertisements released by BOC will be worked out as per recommendations of the Rate Structure Committee. The rates will be related to certified circulation of a publication.
- 7.2 The payment against advertisements released by BOC will be worked out as per rate for advertisements in print media issued by Ministry of Information and Broadcasting vide OM No. M-24013/55/2017-MUC-I dated 8th January, 2019 or any subsequent order in this regard.
- 7.3 The rates for advertisements by Maharatna and Navratna Public Sector Undertakings (PSUs) will be 1.5 times the normal BOC rates. For advertisements of other PSUs, normal BOC rates will apply.
- 7.4 The rates will be valid for 3 years from the date of revision.

7.5 Circulation criteria for rates

- 7.5.1 The applicant publications should furnish figures of their circulation, certified by Audit Bureau of Circulation (ABC)/ RNI/ Cost Accountant/ Statutory Auditor/ Chartered Accountant, as per the criteria below:
- (a) **Up to 25,000**-Certificate from Cost/Chartered Accountant (CA)/ Statutory Auditor (in case of companies) as per Performa for annual statement (Form II) in The Registration of Newspapers (Central) Rules, 1956 or a certificate from ABC.
 - (b) **Above 25,000*** -Certificate from ABC/ RNI/ PIB (with powers delegated by Press Registrar under Section 19(I) of Press and Registration of Books Act, 1867)
- 7.5.2 The publications which are issued BOC Rate Contract on the basis of claimed circulation above 25,000, would be given one (1) year to get their circulation certified by ABC or RNI or PIB, failing which their circulation will be restricted to 25000 copies for rate consideration.
- 7.5.3 BOC will take average of one year of latest available circulation figures (sold copies), as certified by RNI/PIB/ABC/Statutory Auditor/CA certificate, whichever is less. However, in case of steep fall in circulation in two months or more, lowest circulation would be considered for giving the rate.

- 7.5.4 The circulation based on sold copies as certified by ABC/ RNI/PIB/ CA shall be taken into account for calculating BOC rate.
- 7.5.5 The validity of circulation certificate issued by RNI or PIB shall be for a period of two (2) years. The latest certificate for circulation verification will be taken into consideration.
- 7.5.6 According to PRB Act, every edition of a newspaper is required to have a separate RNI registration number. If the copies of one edition of a newspaper are printed from more than one centre and the content of the newspaper is different, they would be treated as different editions as per PRB Act. RNI shall treat them as separate entities while verifying the circulation.
- 7.5.7 BOC shall not empanel printing centre as separate editions. BOC may encourage newspapers to get their printing centres to be registered with RNI as separate editions. However, if a newspaper, for the sake of convenience is printing its copies of an edition at more than one printing press with exactly same content and layout, BOC may take the circulations of such printing centres into consideration for giving rates to that edition.

7.6 **Rate Contract**

- 7.6.1 All empanelled publications will enter into rate contract with BOC on the basis of rate offered and other terms and conditions, as laid down from time to time, to ensure proper and timely publication of BOC advertisements.
- 7.6.2 The Rate Contract will be valid for a period of two (2) years.
- 7.6.3 A change in rate can be accepted every year on submission of latest ABC/RNI circulation certificate with immediate effect.
- 7.6.4 Publication with CA Certified circulation may claim change in rate on submission of Annual Return to RNI duly certified by Chartered Accountant at the time of online filing of rate-renewal with effect from 1st January of the subsequent year.
- 7.6.5 Rate revision on the basis of CA certified circulation will be accepted only once in three years of rate contract. However, in case of information regarding increase/ decrease in circulation, Pr. DG/DG, BOC, may accept the same with immediate effect.
- 7.6.6 Application for renewal of Rate Contract will be filled online on BOC website in the prescribed format and the hard copy along with documents and specimen copies as specified should be submitted to BOC, complete in all respects.
- 7.6.7 All empanelled publications must submit a copy of annual return submitted to RNI, with proof of receipt of the same in RNI, for the latest financial year, during July to September every year, failing which the publication can be suspended by Pr. DG/DG, BOC.

7.6.8 Publication will be treated as coloured publications if minimum two (2) pages are printed in colour.

8 Regularity norms for empanelled publications

- 8.1 All publications empanelled with BOC will have to ensure regular publication.
- 8.2 In case of daily publications, they should publish on at least twenty-five (25) days in each month (except in February) and for three hundred (300) days during the twelve (12) months in a calendar year. In case of weeklies, at least four (4) issues in each month and minimum forty-six (46) issues in a calendar year. In case of fortnightlies, at least two (2) issues in each month and minimum twenty-three (23) issues in a calendar year. In case of monthlies, at least one (1) issue in each month and minimum eleven (11) issues in a calendar year.
- 8.3 All publications empanelled with BOC shall submit their copies for the month (minimum twenty five (25) for news papers, except in case of relaxation; four (4) in case of weeklies, two (2) in case of fortnightlies, one (1) in case of monthlies) to BOC in the subsequent month failing which advertisements will be stopped to these newspapers.

9 Verification of circulation by BOC

Pr. DG/DG, BOC reserves the right to have figures of circulation checked through Registrar of newspapers for India (RNI).

10 Release of advertisement

- 10.1 BOC would avoid releasing of advertisements to publication which incite or tend to incite communal passion, preach violence, offend the sovereignty of India or socially accepted norms of public decency. In releasing advertisements to publications, the BOC would not take into account the political affiliation or editorial policies of newspapers/ periodicals.
- 10.2 Advertisements to publications will be released by BOC through a Release Order (RO).
- 10.3 When a Client Ministry/Department requests for premium pages, BOC shall ensure that the release order and the design should be made available to the publications three clear days in advance. If the requested space is not available, the publications may report back to BOC within 24 hours from the time of uploading of the said RO so that necessary changes in the RO can be made by the BOC.

- 10.4 BOC will make efforts to release advertisements, especially relating to social messages and advertisements which are not date specific, to periodicals. Efforts will also be made to release advertisements to newspapers with special emphasis on North East, Jammu and Kashmir and other remote areas.
- 10.5 No publication will publish BOC advertisement without receipt of the relevant Release Order.
- 10.6 BOC will issue Electronic Release Order only through its website: www.davp.nic.in.

11 Marking system for medium and big category publications for release of advertisements

- 11.1 In order to incentivise newspapers which get their circulation verified by ABC/RNI and those who have better professional standing and to bring transparency and accountability in the release of advertisements, BOC shall follow a marking system based on objective criteria and release advertisements to the medium and big category newspapers on the basis of marks obtained by each newspaper.
- 11.2 The criteria of the marking system are as follows:

S.NO	Criteria	Marks
1	Circulation certified by ABC/ RNI	25
2	Subscription to wire services of news agencies accredited to PIB and who have paid up-to-date levy to PCI.	15
3	Subscription to EPF of its employees (one mark per EPF account and maximum of 20) Marks will be allocated as tabulated below: No. of Employees, 1-5: 5 marks No. of Employees, 6-10: 10 marks No. of Employees, 11-15: 15 marks No. of Employees, 16 & above: 20 marks	20
4	Payment of Annual subscription to Press Council of India (PCI)	10
5	Printing in Own Printing Press	10
6	No of pages 16 pages or above- 20 14 pages- 18 12 pages- 16 10 pages- 14 8 pages- 12	20

	Below 8 pages- 0 (one page is equal to 1716 Sq.CM)	
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- 11.3 Newspapers in the medium category shall get advertisements from BOC barring the mandatory advertisements only when they get more than 45 marks.

12 **Balanced distribution of advertisements**

- 12.1 BOC will endeavour that a balance is maintained between various categories of newspapers taking into account circulation, language, coverage area, target readership etc., while releasing display advertisements. For this purpose, the distribution of advertisements, among small, medium and big newspapers, in terms of space (in Sq. cms), will be as under to the extent possible:

Category	Ceiling (in terms of space)
Small	- 15%
Medium	- 35%
Big	- 50%

- 12.2 The distribution of advertisement among newspapers of various languages, in space terms will be as under:

Category	Ceiling (in terms of space)
English	- 20% (approx.)
Indian languages	- 80% (approx.)

- 12.3 The above norms are indicative and should be adhered to in the overall media strategy of the Ministries/Departments to ensure maximum coverage at optimum cost. However, in specific cases where a client Ministry/Department wishes to make a deviation from these norms, full and detailed justification should be given while placing the order with BOC.

13 **Payment and Bills**

- 13.1 BOC will release payment of advertisement bills in the name of the publication / company account directly through ECS or NEFT. In case of any change in the account number, payee's name or address, it will be the responsibility of the publisher to intimate such changes to BOC, duly supported by self-attested copy of the Declaration authenticated by the Magistrate, to this effect for timely and transparent payments.

13.2 Every publication shall submit bills for publication of advertisements as per the release order of BOC, complete in all respects and supported with relevant documents, within 30 days of the publication of the said advertisements. BOC will endeavour to make payment against the bill within 30 days of its receipt. BOC may levy a fine for late submission of bills uniformly to all publications.

14 **Submission of copy by the publication**

Every publication shall send one copy of the publication carrying BOC advertisements, at their cost, to the client Ministry/Department/Organization at the address mentioned in the Release Order, failing which payment for the advertisement may not be considered. In addition, BOC may ask for regular supply of specimen copies of any empanelled publication for period considered necessary.

15 **Confirmation of publication to BOC**

Publications shall report/inform BOC, through e-mail, within two hours of issue of Release Order, if they are not able to publish the advertisement on the due date specifying the reasons thereof. Also, publications shall inform BOC, within 48 hours of issue of Release Order, if they have not been able to publish the advertisement on the specified date and the reasons thereof.

16 **Positioning of advertisement**

16.1 A publication will have to strictly adhere to the date of publication of BOC advertisements. The publication would be under obligation to place the advertisements issued by BOC on most visible pages of publication, preferably on right-hand pages. BOC may also request the publisher to place such advertisements on specified pages, including first page, in case the advertisements are considered to be of special importance. In such cases, BOC shall endeavour to issue the release order along with creatives, twenty-four (24) hours in advance.

16.2 BOC, while issuing the Release Order, will indicate the emphasis in intended message, target readers and focus areas of any given campaign in consultation with client Ministry/Department.

16.3 The publisher will intimate BOC regarding publication of the advertisement on the day of the publication in the prescribed proforma.

17 Suspension, Disqualification and Penalties

A publication may be suspended from empanelment by Pr. DG/DG, BOC with immediate effect for a period up to twelve (12) months:

- (i) If the publication is found to have deliberately submitted false information regarding circulation or otherwise; or
- (ii) If the publication is found to have discontinued its publication, changed its periodicity or its title or have become irregular in publication or changed its address of publication without due intimation; or
- (iii) If the publication fails to submit its Annual Return as per provisions of PRB Act to the RNI or its Circulation Verification Certificate from the prescribed agencies to BOC; or
- (iv) If the circulation figures are found to be fabricated or exaggerated at any point of time. The difference of amount paid to the publisher on account of higher claimed circulation vis-a-vis the actual circulation will be recovered from the publisher and the empanelment of the publication will remain suspended till the recovery of such amount.
- (v) If Publisher/Owner/Chief Editor is convicted by Court of Law for any criminal offence / conduct. In case of conviction, the penal action against the publication will be as per the specific recommendation of Press Council of India.
- (vi) If the publication refuses to accept and carry an advertisement issued by BOC on behalf of the Ministries/Departments of Government of India, and autonomous bodies on more than three occasions.

Provided that Pr. DG/DG, BOC shall not issue any order of suspension without giving a reasonable opportunity to the concerned publication in cases covered by (i), (ii), (iii) and (iv) above.

BOC will effect recovery of any excess payments made in the past from the publisher in the case of (i), (ii) and (iii) above. The publisher should deposit within 60 days from the date of issue of Demand Letter for recovery by BOC failing which empanelment of the paper will be discontinued with immediate effect without any further notice and recovery will be realized from the bills/payments pending with BOC, if any. Till the recovery is made, no advertisement will be issued.

(vii) **Penalties:** If a publication is found by PCI to have violated the 'Norms of Journalistic Conduct' or having indulged in any anti-national activity; penalties, as under, may be imposed on such publications by BOC:

- a. Warning to the edition of the publication or suspension of fifteen (15) days on 1st offence.
- b. Suspension of two (2) months of the same edition of publication on 2nd offence.
- c. Suspension of six (6) months of the same edition of publication on 3rd offence.

NOTE: The PCI's orders will be separately considered by a committee comprising of representatives of BOC and RNI. The quantum of penalty will be decided depending on the gravity of the offense.

18 Implementation of policy guidelines

18.1 These guidelines will come into effect from the date of notification by BOC.

18.2 These Print Media Advertisement Policy guidelines shall supersede all the earlier policy guidelines/internal guidelines of BOC

19 Review

The Ministry of Information and Broadcasting may review any decision taken by Pr. DG/DG, BOC under these guidelines.

Print Media Advertisement Policy of the Government of India - 2020**PROFORMA FOR CERTIFICATE TO BE ISSUED BY COST/CHARTERED ACCOUNTANT FOR CIRCULATION OF NEWSPAPERS/JOURNALS**

Period: April _____ to March _____

- (1) Name of the newspaper (in Block Letters) with RNI REGISTRATION NO.: _____

- (2) State/Place of publication: _____
- (3) Language: _____ (4) Periodicity: _____
- (5) Name of the Publisher: _____
- (6) No. of Pages: _____ (7) No. of Columns per page: _____ (8) Column width: ___ in cms.
- (9) (i) Quality of paper used (please tick): Ordinary/ Standard Newsprint/ Glazed;
 GSM of newsprint used: _____
 (ii) Details of Newsprint and ink consumed during the period:

Grade	News Print(Paper)			Ink	
	Quantity	Rate/unit	Amount	Quantity	Amount
	(MT.)*	(Rs.)	(Rs.)	(Ltr.)	(Rs.)
Opening Stock					
Purchase-Imported					
Indigenous					
Total					
Add- Loans obtained/received back					
Total					
Less - Closing stock					
- Loans given/returned					
Net Consumption					

* In 'Reams' only for those using sheet fed machine which needs to be mentioned clearly (The consumption of materials shown in this table should reconcile for the quantity/ No. of copies sold/distributed free of cost as shown in item No. 13.)

- (10) Details of Printing Press: Offset(Web/sheet fed)/Letter Press:
- (11) Make of Printing Press: _____
- (12) Average No. of copies sold per publishing day: _____
- (13) Average No. of copies distributed free of cost: _____
- (14) Average print order per publishing day: _____

It is certified that the above statements/facts are true and correct.

Signature and Seal of the Printer and Publisher with date:

I certify that the above details have been checked and found to be correct.

Signature of Cost/Chartered Accountant with Seal and date:

Name : _____
 Address : _____
 Membership No. : _____
 Tel(O) : _____ Tel(R): _____
 Mob.No. : _____ Email ID: _____