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GOVERNMENT OF ARUNACHAL PRADESH
DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS
ITANAGAR

NOTIFICATION

The 24th October, 2025

No.IPR/ADVT-286/2019.— **WHEREAS**, the State Government had formulated the Advertisement Policy, 2018 published vide Notifications No.IPR/Advt(Advt Policy)-37/2016 Dated 30th January, 2018 and Electronic Media advertisement Policy 2020 Vide No.IPR/ADVT(E/Media)-286/2019 dated 4th August 2020 to monitor and regulate the release of government advertisements and payment of advertisement bills of print and electronic/digital media respectively.

AND WHEREAS, of late, the electronic and digital media particularly, Radio, TV, Internet, social Media, cable TV network etc., have become as one of the most important medium of publicity requiring a more comprehensive policy on the subject to publicize the programme and policies of the Government. The advertisement policy for Print media also need a relook to accommodate changes in media technology in the last few years.

NOW THEREFORE, the Government of Arunachal Pradesh, in supersession of the earlier policies published vide Notifications No.IPR/Advt (Advt Policy)-37/2016 for print media and Vide No. IPR/ADVT (E/Media)-286/2019 dated 4th August, 2020 for digital media, except as respect things done or omitted to be done before such supersession, is pleased to notify a new policy for both print and electronic/digital media as follows:

1. Short title and commencement :

- (i) This policy may be called "Arunachal Pradesh print and digital advertisement policy, 2025".
- (ii) It shall come into force from the date of its publication in the Official Gazette.

2. Nature and applicability of the policy:

- (i) It shall be mandatory on all Government/state public sector undertaking/statutory bodies/ personnel to follow provisions of the policy for all matters relating to advertisement in print and electronic/digital media within the state or outside the state.
- (ii) The policy shall serve as the main authoritative reference point for all questions of procedure, norm and interpretation.
- (iii) The policy shall have the force of an administrative regulation.
- (iv) The policy shall bind all participants, stakeholders and personnel to enforceable performance, which may be prescribed by the Government.

3. Definition : In this policy, unless the context otherwise requires,

- (i) 'Government' means the Government of Arunachal Pradesh.
- (ii) 'Directorate' means the Directorate of Information and Public Relations (DIPR), Government of Arunachal Pradesh.
- (iii) 'Advertisement' means all advertisements relating to the State Government, public sector undertakings, autonomous bodies, commissions, boards and registered Non-Governmental societies etc. under State Government issued to the print and electronic/digital media.
- (iv) 'Daily' means all newspapers published on a daily basis.
- (v) 'Weekly' means all newspapers or magazine brought out on a weekly basis.
- (vi) 'Periodical' means a publication brought out fortnightly, quarterly, bi- annually, annually etc.
- (vii) 'Classified Advertisement' means an advertisement published in a compact section of a newspaper under a specific heading with small messages on different subjects without graphics/ pictures as required for public information.

- (viii) 'Display advertisement' means a print advertisement to be published as a conspicuous display of contents outside specified heads with graphics and pictures as required and with several columns in dailies or periodicals.
- (ix) 'List of approved papers' means the list showing the newspapers, periodicals etc. empanelled by the state government.
- (x) 'Competent authority' means authority approved and notified by the state government under this policy.
- (xi) 'Electronic/digital media house' means all medium of publicity using electronic gadgets like TV, computer, mobile phone, internet and other wired or wireless gadgets through which programmes and policies of the government can be effectively beamed or transmitted to the general public.
- (xii) 'Satellite TV Channel' means a TV channel that delivers television programming to viewers by relaying it from a communications satellite orbiting the earth directly to the viewer's location.
- (xiii) 'Website' means a collection of related network web resources, such as web pages, multimedia content, which are typically identified with a common domain name and published on at least one web server.
- (xiv) 'News portal' means 'an access point to a news source through internet which includes a newspaper, magazine or any other access to news.
- (xv) 'web portal' means any access point to the Internet like email, news, entertainment, education etc.,
- (xvi) 'Cable TV network' means a system of delivering television programming to consumers via radio frequency (RF) signals transmitted through coaxial cables, or in more recent systems, light pulses through fibre-optic cables.
- (xvii) 'Bottom Scroll' means Scrolling of news or other content sideways in the bottom of the gadget or TV screen.
- (xvii) 'Video advertisement' means a moving visual image advertisement made digitally or on videotape displayed or played covering the entire screen of a gadget or TV.
- (xix) 'Picture or display advertisement' means display of photographs, portraits, paintings, graphics, drawings, sketches etc, on the screen wholly or partly for a specific duration through the electronic/digital medium.
- (xx) 'Visual advertisement' means a picture, diagram or piece of film that is used to show or explain something.
- (xxi) 'Audio advertisement' means a sound advertisement transmitted in signal form relating to acoustic, mechanical, or electrical frequencies corresponding to normally audible sound waves which are of frequencies.
- (xxii) 'Jingle' means a short slogan, verse or tune designed to be used for advertising in Radio, TV and other electronic medium.
- (xxiii) 'List of Approved electronic and digital media' means the list showing the electronic and digital media houses empanelled by the State Government.

4. Objectives:

The main objectives of the policy are:-

- (i) To ensure optimum publicity on all government policies and programmes and providing a single window system for all departments as well as media houses for regulation and clearance of advertisement bills.
- (ii) To empanel newspapers/magazines and Electronic and digital media houses for issue of Government advertisements.
- (iii) To fix advertisement rates for all local newspapers/weeklies/periodicals and electronic and digital media houses for both classified and display advertisements in order to streamline advertisement rates thereby saving government expenditure.

5. General Guidelines for release of Government Advertisement :

(a) Print Media :

The general guidelines governing the release of advertisements to Print media shall be as follows:

- (i) All departments/offices shall file their advertisements in the prescribed format as at annexure-I along with the advertisement material dully prepared and designed.
- (ii) Any classified advertisements (Job notices, Tender notices, etc) shall be released to three empanelled local dailies through a roster point in alphabetical order of the name of newspapers. Advertisements shall also be released to one or more national newspapers as requisitioned by the concerned dept/office.

- (iii) The newspaper should have adequate circulations in the intended target area.
- (iv) Any classified or display advertisement requiring widest possible publicity shall be issued to more than two local dailies but not more than six local newspapers at a time.
- (v) In cases of tender notices, provisions of GFR shall be followed by the concerned Department wherever required. For publishing advertisement in the national newspapers or regional level newspapers approval of the competent authority should be taken and it should be clearly mentioned in the endorsement copy.
- (vi) All classified advertisements shall be released for publishing in the tender page only and for publishing advertisements in front or back pages, the approval of the competent authority will be required.
- (b) Electronic and digital media in addition to issuance of advertisement in print media, the Director of Information and Public Relations shall also issue advertisement to electronic and digital media namely Radio, TV, Internet and other media etc. for wide publicity and to meet immediate necessity of government publicity. In order to carry out this, approval of the competent authority of the concerned department/office will be mandatory.
- (c) The general guidelines governing the release of advertisement to electronic/digital media shall be as follows:
 - (i) Advertisements shall be released to two-three empanelled electronic/digital media at a time on a roster point of the media houses prepared in the alphabetical order.
 - (ii) No advertisements shall be released to non-empanelled media houses unless so decided by the government on special occasions.
 - (iii) All departments/offices shall file their advertisements in the prescribed format as at annexure-III along with the advertisement material dully prepared and designed.
 - (iv) The electronic/digital media house should have widest possible coverage in the intended target area.
 - (v) Prior approval of the concerned Secretary of department shall be required for any advertisement to be released to electronic/digital media for telecast/ beaming. A copy of the administrative approval has to be enclosed.
 - (vi) All advertisements intended to be released to the electronic/digital media for telecast shall have to be prepared, designed by the client department/office for not more than 10 seconds and submitted to the DIPR two days prior to the intended date of telecast.

6. Procedure and criteria for approval/empanelment and its removal :

(A) Print Media:

- (i) Newspapers and periodicals shall have to fulfill the following requirements to become eligible for receiving Government advertisements,-
 - (a) Daily : Minimum paid circulation of 3000 copies
 - (b) Weekly : Minimum paid circulation of 1500 copies.
 - (c) Other periodicals : Minimum paid circulation of 1000 copies.
- (ii) The respective newspapers and journals shall have to submit to the Director of Information and Public Relations, the minimum number of issues they have been able to print in the preceding year ending February as specified below at the time of submission of Annual Return for receiving Government advertisements in a particular year,-
 - (a) Daily : 325 issues
 - (b) Weekly : 45 issues
 - (c) Bi-weekly : 90 issues
 - (d) Fortnightly : 20 issues
 - (e) Monthly : 10 issues
 - (f) Quarterly : 4 issues
- (iii) There shall be an empanelment Committee for both Print and Electronic/Digital Media comprising of the Secretary/Commissioner, IPR, as Chairman, Director, IPR as Member Secretary, Finance and Accounts Officer of IPR, Dy. Director/ Jt. Director, IPR (Advt) and a Group-A rank officer of Doordarshan /AIR as members.

All Newspapers/Periodicals/Media houses seeking empanelment / approval for receiving Government advertisement shall have to comply with the following conditions:

- (a) They must have been uninterruptedly and regularly under publication for a period of not less than 12 months.
- (b) They must submit minimum issues of publication in a year.

- (c) The applicant shall furnish a copy of the certificate of Registration issued by the Registrar of News Papers for India, (RNI) in the name of Publisher/Owner as the case may be.
- (d) Newspapers/Periodicals must devote at least 60 percent of the printed space in every issue to news items.
- (e) A certificate from the Chartered Accountant (CA.) showing paid circulation relating to the preceding year closing.
- (f) Application for fresh approval is to be submitted by the Publisher concerned in the prescribed Proforma to DIPR along with required documents.

After scrutiny, the DIPR shall forward the genuine applications along with all relevant documents to the empanelment Committee for approval.

(iv) Removal

The newspaper/periodicals shall be removed from prior approved list, at any time, on the following grounds after giving them adequate opportunity to show cause.

- (a) If it has stopped its publication for at least 30 days in a row or 45 days of a year at different intervals.
- (b) If it does not maintain the production standard of newspapers/magazine.
- (c) Carrying of baseless, motivated, malicious, scurrilous, obscene or derogatory reports.
- (d) Incite, provoke, preach violence or communal disharmony in the form of articles, comments, views, photography, cartoons etc.
- (e) Reports repugnant to socially accepted conventions of public decency and morals.
- (f) Non-carrying of Government press notes, handouts, clarifications/contradictions and press communiques or carrying it in a mutilated or tendentious manner.
- (g) Facing stricture/censure from the Press Council of India or any other government authority for carrying of objectionable / defamatory reports etc.
- (h) If it is found to have fraudulently drawn or tried to draw advertisement bill by publishing advertisement (s) without sanction of the competent authority.
- (i) If it is found to have fraudulently published an advertisement of a Government Department or Public Sector undertaking without being channelized through the Director of Information and Public Relations.
- (j) If annual return is not furnished by it as required under clause 7.3 and 7.4.

(B) Electronic and Digital Media,-

The Government shall also prepare a list of electronic/digital media houses for receiving Government advertisements. The media houses shall have to comply with the following conditions,-

- (i) Application (in the prescribed application format as at Annexure-IV) for fresh approval is to be submitted by the owner or his/her authorized proprietor concerned in the prescribed proforma as at annexure-II to DIPR along with required document;
- (ii) Must be registered from Ministry of Information and broadcasting/corporate affairs;
- (iii) Must have been in continuous service for at least last five years ;
- (iv) Must have at least 100,000 TRP issued by Broadcast Audience Research Council (BARC) for TV channels and 100,000 subscribers for other electronic/ digital media houses;
- (v) The applicant shall furnish a copy of the certificate of registration issued by the Ministry of Corporate Affairs/ Ministry of Information and Broadcasting;
- (vi) Digital Media house shall enclose PAN No. and GST No ;
- (vii) A Certificate of Television Rating Point (TRP) from Broadcast Audience Research Council (BARC) under Ministry of Information and Broadcasting for satellite channels;
- (viii) Owner/Publisher or the authorized proprietor of the media house shall apply for renewal of approval/empanelment for issue of advertisement in the prescribed format to the DIPR;
- (ix) After scrutiny the DIPR shall forward the genuine application along with all documents to the empanelment committee for approval for a specific period of one year only;
- (x) The Department shall prepare a list of eligible electronic/digital media houses after taking into account all relevant criteria as prescribed in consultation with the stakeholders. The eligible list shall be reviewed periodically as and when required;
- (xi) Advertisement shall be released to the media houses as per the roster point of the names of the media houses as prepared by the department in alphabetical order;
- (xii) An electronic/digital media houses that does not adhere to journalistic ethics will not be considered for Government advertisement and removed from the empanelled list of media house after giving adequate opportunity to explain;

(xiii) Removal:

The following criteria/conditions shall be considered as non-adherence to journalistic ethics,-

- (a) Carrying /beaming of baseless, motivated, malicious, scurrilous, obscene or derogatory reports.
- (b) Incite, provoke, preach violence or communal disharmony in the form of video, audio, articles, comments, views, photography, cartoons etc.
- (c) Non-carrying of government press notes, handouts, clarifications/contradictions and press communiques or carrying it in a mutilated or tendentious manner.
- (d) Reports repugnant to socially accepted conventions of public decency and morals.
- (e) Facing stricture/censure from the Press Council of India or any other Government authority for carrying of objectionable / defamatory reports etc.
- (f) If it has stopped its telecast for continuously for one month in a row or 45 days of a year at different intervals.
- (g) If it does not maintain the production standard .
- (h) If it is found to have fraudulently drawn advertisement of a Government department or public sector undertaking without it being channelized/routed through the Directorate of Information and Public Relations.

7. Classification of Newspapers /Periodicals

The newspapers and periodicals for the purpose of issuing Government Advertisement will be categorized as follows:

- (i) Small Category : Minimum 2000 to 10000 circulation per issue.
- (ii) Medium Category : Between 10001 to 20,000 circulation per issue.
- (iii) Big Category : Above 20,000 circulation per issue

The newspapers/periodicals should have the following minimum print areas to qualify for Government advertisement:

- (i) Standard column : a Column of minimum 4 cm in size.
- (ii) Daily : Six pages with minimum print area of 47 cm x8 cm std. col OR equivalent printed space of 2160 col. cm.
- (iii) Weekly/Bi-weekly/Fortnightly : Min. 36cm x 4 std. col. of six pages or equivalent 864 col. Cm.
- (iv) Other periodicals : Minimum 32 pages of 26 cm x20 cm and with 3-4columns.

8. Annual return and preparation of approved list :

- (i) The Directorate will prepare a list of newspapers/periodicals etc. approved by the Government for receiving Government advertisements by 30th April of each financial year.
- (ii) The publisher of any newspaper or periodical which figures in the list of the preceding year from 1st March will have to submit to the Director of Information and Public Relations, its annual return by end of February, that is, one month ahead of the financial year closing.
- (iii) A certificate from the chartered accountant (in original) in the prescribed form will have to be submitted along with the annual return claiming, paid circulation relating to the preceding calendar year from January to December.
- (iv) Annual certificate of printing, in the prescribed form (in original) indicating average number of copies printed per issue, month wise, in the preceding calendar year, obtained from the owner of the printing press in which the newspaper/periodical is printed will also have to be submitted along with the application by the owner of the newspaper/periodical to the Director of Information and Public Relations. In case the editor, publisher and printer happen to be the same person, a scrutiny of the certificate will be made by a competent authority of the Government if deemed necessary.
- (v) The newspapers/periodicals which are approved by the Government will be considered for release of Government advertisements for that particular year only on receipt of annual return along with all necessary documents for the preceding year.

9. Budget allocation:

The State Government shall allocate adequate fund to the Directorate of Information and Public Relations in the beginning of the financial year so as to clear the advertisement bills of the media houses at the earliest possible time.

10. Procedure for release of advertisement :

- (i) Advertisement shall be released to the media houses as per the roster point of the names of the media houses as prepared by the department in alphabetical order.
- (ii) Under no circumstances, Government departments or anybody under the State Government shall issue advertisements directly to the media houses. All government departments, public sector undertakings, Non-Governmental organizations funded from the state Government shall compulsorily route their advertisements meant for the print and electronic/digital media through the Directorate of the Information and Public Relations in the prescribed format as at ANNEXURE-II and III respectively.
- (iii) All advertisements shall be submitted to the Director of Information and Public Relations by online or e-mail or by special messenger before seven days or earlier from the intended date of telecast/beaming along with administrative approval of the advertisement. However, advertisements related to law and order, natural calamities and matters of urgent nature can be sent to DIPR a day before the intended date of telecast.
- (iv) Payment of advertisement bills of State Government departments shall be made by the Director of Information and Public Relations after being satisfied that the advertisement was telecasted/aired or published as per the provisions of the guideline or the as per the specifications of the release order.

11. Budget and non-budget advertisements :**(i) Non-budget advertisement,-**

Offices/Departments/Public sector undertakings that undertake special programmes or centrally sponsored schemes with separate budget provision for publicity and advertisement purposes shall also issue advertisements through the Directorate of Information & Public Relations at approved rates as per their requirements. Such advertisements shall be placed under "Non- budget advertisement" section as the State Government cannot estimate and provision their budgetary requirements. The number and type of media for publication/ airing/telecast of advertisements related to such schemes shall also be restricted by the Director of Information and Public Relations. Bills of such advertisements will be paid by concerned departments/offices after scrutiny and issuance of a certificate by Director of Information and Public Relations on satisfactory carrying of the advertisement.

(ii) Budget advertisement:

Advertisements for State Government schemes, will be placed under budget advertisement for which payment will be made by DIPR on behalf of the State Government. The department of Information and Public Relations will prepare budgetary estimate of such schemes and will place it to Government for grant of required fund.

12. Rates of Advertisement :

Advertisement rates for the empanelled Print/electronic/digital media shall be fixed by the Government taking into consideration various parameters such as number of circulation/viewership, likes, TRP and areas covered etc. by a board of officers consisting of Secretary, IPR, as Chairman, Director, IPR as Member Secretary, concerned branch officer and Finance and Accounts officer as members and such rates may be revised as per direction of the Government or as and when necessity arises for such revision. Advertisement rates fixed by the Government shall be binding on all the empanelled media houses for billing.

13. Any representation for enhancement of the rates fixed may be placed before the Secretary of IPR Department within a period of one month from the date of communication of such rates. The decision of the Secretary shall be final in this regard.

In case of media houses of other states or having metropolitan viewership, Bureau of outreach and communications (BOC) / Directorate of Advertising and Visual Publicity (DAVP), Tele-communication Regulatory of India (TRAI), or Government of India rates will be applicable or as may be decided by the state government.

14. Power of the state government to call for the records :

Notwithstanding anything contained in this "policy guidelines", the State Government may at any time call for records in any matter relating to issue of Government advertisements and issue such orders as the Government may deem fit and proper. The Government's decision in this regard shall be final.

15. Power to amend :

The State Government shall have the power to amend this Policy from time to time as may be deemed expedient.

Chief Secretary,
Government of Arunachal Pradesh,
Itanagar.

ANNEXURE-I

**PRESCRIBED APPLICATION FORM FOR EMPANELMENT OF
NEWSPAPER/PERIODICAL
(To be submitted through the District Magistrate)**

1.	Name of Newspaper/Periodical	:		
2.	Registration No. from PRGI(RNI)	:		
3.	Language of the Newspapers	:		
4.	Periodicity of the newspaper	:		
5.	Name and address of the Editor	:		
6.	Name and address of the Publisher	:		
7.	Name of the owner of the Printing Press, where the Newspaper/Periodical is printed.	:		
8.	Name and address of the Printing Press Where the Newspaper/Periodical is printed	:		
9.	Name of the owner or owners of the Newspaper/periodical(mentioning whether Ownership is proprietary, cooperative, Private limited or trust etc)	:		
10.	Place of Publish	:		
11.	Price per copy	:		
12.	Circulation (this should be shown items wise, namely) :	:		
	(a) subscriber copies	:		
	(b) complementary copies	:		
	(c) voucher copies	:		
	(d) exchange copies	:		
13.	Areas where it is circulated	:		
14.	Certificate of circulation figure to be obtained from the District Information and Public Relations Officer concerned.	:		
15.	Whether the Newspaper/ Periodical deals with literary, political, cultural or socio-Economic or other aspects.	:		
16.	Whether the Newspaper /Periodical has any Political affiliation or subscribes to any Political ideology or independent.	:		
17.	GST Number	:		
18.	PAN	:		

I, hereby affirm that the above particulars are true and correct to the best of my knowledge and belief. If any of the above information is found incorrect my application shall be liable for cancellation.

Date

Place.....

Signature of Publisher

Name of Publisher

ANNEXURE-II

FORMAT OF REQUISITION LETTER FOR PUBLICATION OF ADVERTISEMENT IN THE NEWSPAPERS

To,

The Director,
Information and Public Relations,
Government of Arunachal Pradesh,
Naharlagun.

Sub : Application for publication of advertisement in the newspapers/Magazines.

Sir,

Kindly Publish the enclosed advertisement/NIT in the newspapers as Per the following specifications:

Advertisement Issuing authority		Document No. with date	Subject of Advertisement	Admin Approval No. & date for advertising	Central/State (to which Scheme / work belong to)

No. of Newspapers (Not to mention the name of newspapers)		Required dates of publication	Front size or space (Col. cm or in sq. cm)	Required page (Front page / tender page / Back page)	Required texture (Multi-colour/ Bi-colour / black and White)
National	Local				

Signature of officer.....

Name and Designation of Officer.....

Department/Agency/Organisation /office.....

Official E-mail id.....

Working Contact No (O).....(M).....

Place.....Date.....

ANNEXURE-III

REQUISITION LETTER FOR FILING ADVERTISEMENT FOR TELECAST IN THE
DIGITAL/ELECTRONIC MEDIA

To,

The Director,
Information and Public Relations,
Government of Arunachal Pradesh,
Naharlagun.

Sir,

Please arrange to release the enclosed Advertisement/promo to the Electronic /Digital media for telecast as per the following specifications:

Advertisement Issuing authority	Document No. with date	Subject of Advertisement	Admin Approval No. & date for advertising	Advertisement type (Audio/video/Photo/Text/Graphics)

Proposed to be issued to with Nos. (TV/Radio/ News portal /Website etc) Not to mention the name of media houses		Required Date(s)/ Time and duration of telecast	scheme belong to Central/State	Fund status for payment of advt. bills
National	Local			

Signature of officer:.....

Name and Designation of Officer:.....

Department/Agency/Organisation /office:.....

Working Contact No (O).....(M).....

Official E-mail id:.....

