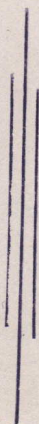


①



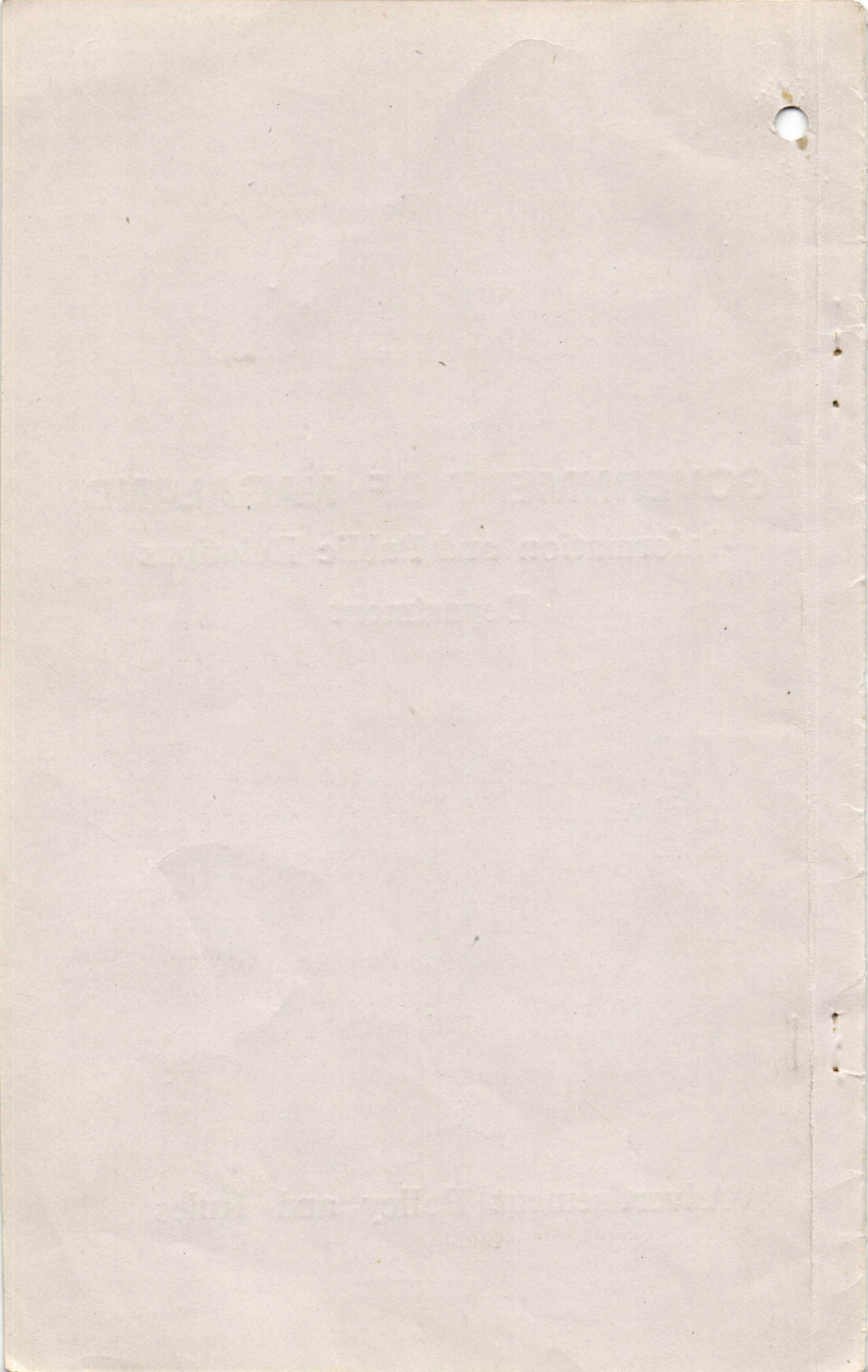
सत्यमेव जयते

**GOVERNMENT OF NAGALAND**  
**Information and Public Relations**  
**Department**



A handwritten signature in blue ink, located to the right of the vertical lines.

**Advertisement Policy and Rules**





**GOVERNMENT OF NAGALAND**  
**Information and Public Relation Department**  
**NOTIFICATION**

Dt. Kohima, the 15 October, 1985.

No. IPT (PUB) -2/2/83: The question of framing the advertisement policy and set of Rules for the issue of Government advertisement and the advertisement of the State Undertakings and other Statutory Bodies has been under consideration of the Government for sometime. In supersession of all existing executive instructions, the Government have now decided to lay down the Advertisement Policy and Rules of the State Government as follows:-

**ADVERTISEMENT POLICY OF THE GOVERNMENT OF NAGALAND AND RULES THEREOF.**

**1. DEFINITIONS :**

- (1) "Government" means the Government of Nagaland in the Information & Public Relation Department.
- (2) "Advertisement" means all Government Advertisements and Advertisements of all State Undertakings of Nagaland and Statutory Bodies, released through the Information and Public Relation Department of the Government of Nagaland.



(3) "Newspaper" means Daily Newspapers and includes all Bi - Weekly and Tri - Weekly and Weekly Newspapers.

(4) "Periodical" includes Fortnightly, Monthly, Bi - Monthly and Quarterly Publications.

(5) "Classified Advertisement" is that Advertisement which is published in compact section of a newspaper, under specified heads, as opposed to display advertisement. This includes the following :

(a) Situation vacant;

(b) Tender and auction notice; and

(c) Statutory notices and miscellaneous announcement.

(6) "Display advertisement" is that which is conspicuous display of contents and is published covering a full page of the paper or so, as opposed to the classified advertisement. This includes the following :

(a) Mass campaigns ; and

(b) Sales promotion.

(7) "Commercial Advertisement" means advertisement emanating from State Government undertakings and those connected with any commercial schemes, the cost of publication of which is borne by the client concerned, at the rate fixed by the papers concerned.



2. SMALL, MEDIUM AND BIG NEWSPAPERS AND PERIODICALS ARE CATEGORISED AS SHOWN BELOW :-

- (1) Small Newspaper : Upto 15,000 of circulation
- (2) Medium Newspaper : Between 15,000 and 50,000 of circulation
- (3) Big Newspaper : Above 50,000 of circulation.

3. In regard to production standards, the following specifications shall apply :-

- (a) A daily newspaper should have a minimum of six pages daily and should be having overall size not less than 45 cms and 28 cms.
- (b) Weeklies and periodicals should have the following size and number of pages :-

Print area not less than

- (i) Weeklies and those defined in para 1 (3) - 42 cms x 5 columns
- (ii) Periodicals - 23 cms x 2 columns

Minimum number of pages

- (i) 6 pages
- (ii) 30 pages excluding cover.

4. ELIGIBILITY OF NEWSPAPER AND PERIODICALS FOR RELEASE OF GOVERNMENT ADVERTISEMENT :

Newspapers and periodicals eligible for Government advertisement should fulfil the following conditions.



(a) Newspaper published in the State should have the minimum paid circulation of 2000 copies.

(b) Periodicals published in the State should have the minimum paid circulation of 1000 copies.

(c) The newspapers should have uninterrupted and regular publications for a period not less than one year.

(d) The periodicals should have the continuous publication for one year before they are eligible to receive the advertisement.

(e) The advertisement will not be issued to a newspaper or a periodical which does <sup>not</sup> conform to the accepted production standard as laid down in para 3.

(f) The registration of daily newspapers and periodicals is essential to be eligible to receive advertisement.

(g) Supporting documents regarding proof (a) actual circulation (b) continuous uninterrupted publication (c) registration of newspapers etc. must be attached along with the application.

(h) Proof of claim of circulation should be a certificate from any one of the following agencies :

- (1) Audit Bureau of Circulation;
- (2) Any Chartered Accountant; and
- (3) Deputy Director ( Publication ),  
Information and public Relation  
Department, Nagaland.



5. THE POLICY FOR RELEASE OF ADVERTISEMENTS :

A balanced and equitable distribution of advertisement among the registered newspapers and periodicals is aimed at. Advertisements are not intended to be a measure of financial assistance. In pursuance of broader social objective of the Government, however, weightage or consideration will be given to :-

- (a) Small and medium newspapers and periodicals;
- (b) Language newspapers and periodicals;
- (c) Any other category which the Government may consider appropriate for special and bonafide reasons; and
- (d) Only the genuine newspapers and periodicals which circulate news or writing on current affairs, Science, Arts, Literature, Sports, Cultural Affairs etc.

6. (1) THE GENERAL POLICY WHICH GOVERN THE RELEASE OF ADVERTISEMENT WITHIN THE FUND AVAILABLE WILL BE AS FOLLOWS :-

- (a) There must be widest possible coverage as to reach the masses;
- (b) Special consideration will be given to the newspapers and periodicals in Tribal languages published in the State, subject to fulfilment of conditions laid down at para. 3



- (c) The political affiliation of the newspapers and the periodicals will not be taken into account in placing advertisements;
- (d) Newspapers and periodicals should strictly abide by the Journalist Code of Ethics.

**2. DISREGARD TO JOURNALISTIC ETHICS SHALL BE JUDGED BY ANY OF THE FOLLOWING TESTS :-**

- (a) Reports imputing to a personal statement he or she has not made.
- (b) Baseless, motivated, malicious, scurrilous or obscene reports or comments :
- (c) Reports which incite tend to incite or disturb communal harmony.
- (d) Reports which preach or tend to preach violence, offend the sovereignty and integrity of India or does not conform to socially accepted norms of public decency and morality and journalistic code of ethics.

7. No classified advertisements will be issued to fortnightly, monthly, bi-monthly and quarterly periodicals.

8. Since the objective of advertisement is to provide information to the people, the following criteria shall be taken into account while releasing the advertisement :-

- (a) Whether the newspaper/periodical reaches the class of people whom the advertisement seeks to inform; and



- (b) Whether the newspaper/periodicals has sufficient circulation in the area where the advertisement seeks to make an impact;

In view of the limitation of funds, it will be legitimate to release advertisement to different newspapers/periodicals by rotation;

#### 9. DISPLAY ADVERTISEMENTS :

All Government advertisements of State Undertakings and others will be routed through the Director, Information and public Relation, from time to time, as warranted by occasion, and the funds required for the purpose shall be placed at the disposal of the Director, Information and public Relation by the Department intending to release such advertisement.

#### 10. (1) RELEASE OF ADVERTISEMENTS :-

All Government advertisements and advertisements of State Undertakings and others will be routed through the Director, Information and public Relation, Government of Nagaland; He will act as the nodal agency, on behalf of the Government of Nagaland, to release the advertisements to different newspapers and periodicals. Payment of the bill will be made by different advertising Departments of the Government and State Undertakings and others concerned. No Treasury should honour and pay advertisement bills if it is not cleared by the Director, Information and public Relation, Nagaland.



(2) Applications by newspapers and periodicals for Government advertisements are to be submitted by the publisher concerned in the prescribed proforma, to annexed hereto, the Director, Information and Public Relation. The Director of Information and Public Relation will take steps for scrutinising the application and forward the same with his recommendations to the Government for inclusion in the approved list. The decision of the Government shall be final. Each application must be affixed with a court fee stamp of Rs. 7. 50.

(3) The Director of Information and public Relation will arrange release of advertisements, both classified and display, to the newspapers and periodicals, in the approved list as deemed proper for effective coverage.

~~X~~ (4) The publishers of approved papers and periodicals will regularly send one copy of each of their issue to the Information and public Relation Department and the Director of Information & public Relation, Nagaland so as to enable the Government to decide whether the publication is regular and whether the paper/periodical is not acting in a manner repugnant to journalistic ethics.

(5) The Advertiser should not issue more than two corrigenda relating to any particular advertisement for publication, except in special cases.



(6) In case of wrong publication or printing mistake, publisher should republish advertisement free of cost.

11. (1) The rate fixed by the Department of Information and Public Relation from time to time, will be applicable to all Newspapers and Periodicals within the State.

(2) The Newspaper and periodicals published outside the State may have their own rates of advertisements, but Government will make use of such papers and periodicals whose rates are acceptable, keeping in view the publicity requirements.

(3) Conditions for removal of Newspapers and Periodicals from the approved list : The name of a newspaper/periodicals may be deleted from the approved list under the following circumstances :-

- (1) If it is irregular in publication, or
- (2) If it does not observe journalistic code of ethics or is in violation of the policy set out in para 6 (1), 6 (2), 7 and 8.

ORDER : Ordered that the Resolution be published in the Nagaland Gazette and copies thereof be forwarded to all Departments, all Government Undertakings and other Statutory Bodies for information, and the Finance Department for favour of issuing suitable instruction to the Treasury Offices for clearance of advertisements bills. By Order of the Governor.

( A. SHANMUGAM )

Commissioner & Secretary to the Government:











*Printed by :* Khate Paper Binding & Exercise Works  
Dimapur - 797 112 - Nagaland