भारत सरकार
रेल मंत्रालय (रेलवे बोर्ड)
GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
(RAILWAY BOARD)

No.2006/PR/5/62 New Delhi, Dated: 30.5.2007

The GMs/DGs/CAOs/MDs,
All Indian Railways, Production & other Units,
Public Sector Undertakings, etc.
(As per Mailing List)

Sub: Consolidated Policy Guidelines on advertising in print media

The primary objective in advertising is to secure the widest possible coverage at optimum cost. It is not intended to be financial assistance to the newspapers/periodicals. Directorate of Advertising & Visual Publicity (**DAVP**), Ministry of Information & Broadcasting, is the **nodal agency** of the Government of India for advertising. Empanelment of the newspapers/periodicals is done by the DAVP. The **rates of advertising for various publications are also fixed by the DAVP**. Depending upon the circulation, the DAVP has classified the publications into **Small** (with a circulation up to 25000), **Medium** (circulation more than 25000 up to 75000) and **Big** (circulation above 75000). In this connection, their website (***http.www.davp.nic.in***) **may be referred to.**

2. As per the advertising policy of the Government of India, all the advertisements to be released by the central Ministries and other Organisations and Public Sector Undertakings (PSUs) are required to be routed through the DAVP. Although the Railways have been exempted from this formality due to their special needs and also the fact that it has a full fledged Public Relations set up of its own spread all over the country, **the Ministry of Railways have given a commitment to the Ministry of Information & Broadcasting to follow the guidelines of the DAVP in selection of the publications and the rates of advertising.**

3. Ministry of Railways have issued a number of instructions on the subject from time to time. Some schemes were introduced and later withdrawn, some of the instructions were relevant to then prevailing situations and have become redundant and some have been modified from time to time. With a view to ensuring ease of reference, **the relevant instructions in force (*with modifications wherever necessary*) have been consolidated in the ANNEXURE to this letter in supersession of the earlier instructions.**

...2/-

4. This issues with the concurrence of the Finance Directorate of the Ministry of Railways.

5. Please acknowledge receipt.

Manish Tiwari

(Manish Tiwari)
Joint Director Information & Publicity
Railway Board

No.2006/PR/5/62 New Delhi, Dated: 30.5.2007

Copy to:

(i) Chief Public Relations Officers, All Indian Railways/Production Units, etc.
(ii) FA & CAOs, All Indian Railways/Production Units, etc.

Manish Tiwari

(Manish Tiwari)
Joint Director Information & Publicity
Railway Board

No.2006/PR/5/62 New Delhi, Dated: 30.5.2007

Copy (with 46 spares) forwarded for information to the Dy. Comptroller & Auditor General of India (Railways), 224, Rail Bhavan, New Delhi.

For Financial Commissioner/Railways.

Copy for information to:

(i) CRB, FC, MT, ME, MS, MM, ML
(ii) SECRETARY
(iii) EDF(X) II, DF(X)I, DPR, Dir/NRM.
(iv) F(X)I & F(X)II Branches, Railway Board.

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(ANNEXURE TO BOARD'S LETTER NO.2006/PR/5/62 DATED 30 /5/2007)

ADVERTISING POLICY OF RAILWAYS

1. RELEASE OF RAILWAY ADVERTISEMENTS:

1.1 Advertising is primarily **a Public Relations function** and closely interlinked with the media at large. As such, advertisements, both 'display' and 'classified' are **to be routed through Public Relations Department** for release. Since the CPROs/Sr.PROs/PROs are equipped with the detailed information and procedures of media coverage, they are in a better position to get the maximum mileage through minimum expenditure by releasing advertisements to the selected newspapers and periodicals depending upon their circulation, rate and standing.

1.2 Divisions may, however, release urgent and time-bound advertisements, such as notices for accident inquiry, etc in consultation with the CPROs.

1.3 Advertisements should invariably be released only to the publications, which are **on the panel of the DAVP** and at **the rates** (***per square cm***) **fixed by the DAVP**.

1.4 If a publication (*having more than one edition with individual DAVP rates for each edition*) refuses to publish an advertisement at the DAVP rate of a particular edition (*in which the advertisement is intended to be published by the Railways*), advertisements **should not** be released to any edition of such publication, unless it is ready to accept railway advertisements at the DAVP rate (s) for the desired individual edition (s).

1.5 Railway advertisement **should not** be released to Railway magazines and other allied railway publications. For achieving financial self-sufficiency for such magazines, efforts could be made towards cutting down the cost of production and obtaining advertisements from outside Railway sources.

2. NON-DAVP PUBLICATIONS:

2.1 In exceptional circumstances, in the interest of administration (*for instance, display advertisements of image building and tender advertisements having a monetary value of Rs 10 crore and above*), advertisements may be released occasionally to the publications, which do not have DAVP rate with **prior approval of the General Manager**.

2.2 Ad-hoc publications, new publications with less than one year of regular publishing, DAVP publications and the publications which were earlier on the panel of the DAVP but subsequently debarred/ disqualified/ suspended are **not covered** under the powers mentioned in para-2.1.

2.3 Display advertisements relating to **inaugural functions** are also **not covered** under the powers in para-2.1.

2.4 For release of **advertisements** to a non-DAVP publication, a rate, **equivalent to the DAVP rate for a similar circulation,** should be offered. For this purpose, an **authentic proof of circulation** should be insisted upon. The Cost/Chartered Accountant, Statutory Auditor or Audit Bureau of Circulation (ABC) may certify circulation of a publication (up to 75000). For a circulation above 75000, only ABC certificate should be accepted.

2.5 In the event of **non-acceptance of the equivalent DAVP rate** by a non-DAVP publication, **advertisement should not be released** to the said publication.

2.6 However, if the administration is under an **obligation to publish** a **tender advertisement** in a non-DAVP publication (*due to any statutory or other requirement, non availability of a DAVP publication in the target area, etc*), and if the equivalent DAVP rate offered by the Railways/Units is not acceptable to the said publication, its commercial rate may be negotiated and discounted to the extent possible using the equivalent DAVP rate as the basis to arrive at a reasonable rate.

3. AD-HOC PUBLICATIONS:

3.1 **Release** of advertisements to ad-hoc publications such as, Souvenirs, bulletins, brochures, etc is **to be avoided**.

3.2 However, with a view to creating goodwill for the Railways, CPROs may **occasionally** release **display** advertisements to such publications subject to a **maximum of Rs. 3,000/- in each case** (*not necessarily the maximum amount in every such case*) depending upon the quality and the number of copies to be brought out with **an annual monetary ceiling of Rs. 60,000/-**.

3.3 Beyond the limits mentioned in **para-3.2**, each case must have **prior approval** of the General Manager

4. UTILISATION OF ADVERTISING AGENCIES:

4.1 The services of professional agencies may be utilised for improving the designing and artwork and ease in release of the railway advertisements to various publications.

4.2 For this purpose, a panel of **INS accredited** advertising agencies **(not less than two and not more than six)** may be formed for a **period of one year (extendable to one more year)**. Detailed terms/conditions, criteria of selection, the number of agencies to be empanelled, etc may be formulated/decided by the respective Railways/Units

4.3 The advertising agencies may be invited through an advertisement published in the newspapers

4.4 In addition to the CPRO, an Officer nominated by the General Manager should be associated with the selection of the advertising agencies and formation of the panel.

4.5 The panel so formed should have the approval of the General Manager.

5. DISPLAY ADVERTISEMENTS:

5.1 Display advertisements should be released depending upon the publicity requirements of the Railways/Units keeping the expenditure **within their respective budget allocations** for a particular year.

5.2 Release of display advertisements on social and educational themes, such as, safety at railway level crossing, prevention of roof-top traveling, fire hazards and drugging/cheating of passengers, detection of unidentified objects, prevention of rail roko agitations, etc should be undertaken from time to time depending upon the requirement and the availability of funds.

5.3 Release of **advertisements on social and educational themes** should be restricted to the newspapers brought out from **within their respective jurisdictions.** Preference may be given to Hindi and Regional language publications for such advertisements.

5.4 With a view to **avoiding duplication** and un-necessary expenditure on release of advertisements of common interest, a close co-ordination must invariably be maintained between the Zonal Railways headquartered at Mumbai & Kolkata and wherever more than one Railway/Unit are served by common publications.

5.5 Advertisements on **inaugural functions** could be released to the newspapers brought out even from **outside the respective jurisdictions** of the Zonal Railways depending upon the importance of the occasion, the needs of exposure and target audience

5.6 **Production and other Units** may release image building advertisements to a few leading newspapers brought out from outside the place where these units are headquartered, depending upon the needs of exposure and target audience.

5.7 The **size of the advertisement** should be kept to the minimum. However, half page/full page advertisements may be released, occasionally, on the eve of inaugural functions having national importance.

5.8 The size of advertisement **beyond 500 square cm** should have **prior approval of the Additional General Manager/General Manager**.

5.9 In the event of releasing **half page/full page** display advertisements on inaugural functions of national importance, every effort should be made

to **restrict the number of insertions/newspapers** to keep the expenditure within the reasonable limits

5.10 Requests seeking advertisement support for **special editorial features/supplements on Railways** (*stated to be brought out by the publications at their own cost*) may also be considered on merits by CPROs at DAVP rates depending upon the publicity requirements and the availability of funds.

5.11 Since the publications have a tendency to seek advertisement support for the same feature/supplement from a number of Railways/ Production Units/ PSUs (many a time without the knowledge of each other), it may **be ensured that *all the advertisements appear in the same edition*** wherein the feature is published **and that the *total advertisement support (from all such sources) should not exceed 25% of the combined size of a supplement*** (inclusive of the space occupied by the advertisements).

6. SMALL/MEDIUM & REGIONAL LANGUAGE PUBLICATIONS:

6.1 Railways should draw up a comprehensive media list of DAVP approved newspapers/periodicals for release of advertisements.

6.2 Advertisements may be released to these publications on 'rotation basis' to ensure that claims of small, medium as well as regional language (including Urdu) newspapers/ periodicals are also taken care of.

7. LANGUAGE OF ADVERTISEMENTS:

7.1 Language of an advertisement has to be the same as that of the newspapers/periodicals.

7.2 As per the Official Language Policy, advertisements are to be published in Hindi also. In the event of non-availability of Hindi newspapers, other language newspapers may be used for the purpose.

8. TENDER/AUCTION ADVERTISEMENTS:

8.1 The tender advertisements need to be properly edited by CPROs/SR.PROs/PROs or advertising agency, if utilised, in consultation with the Department concerned to keep their size to the minimum possible and also for their correctness (*to obviate the need for issue of corrigenda*) in order to effect economy before dispatching them to the publications.

8.2 The selection of publications for release of tender advertisements should be done carefully and an attempt should be made to get the maximum coverage in the newspapers of the region concerned, instead of indiscriminately releasing these advertisements to a large number of newspapers or releasing them on publications having very high tariff. CPROs may use their discretion in this regard keeping in view both proper coverage as well as the need for economy..

8.3 The basis for selection of a particular publication for tender advertisements should be (a) need of exposure in a particular area or region (b) value of tender (c) location and proximity of probable contractors, suppliers, firms and companies dealing with different type of materials/projects/works, etc. (d) circulation and standing of the publication and (e) positive response likely to be received.

8.4 The headline of the tenders/auction advertisements should be based on the contents of the work/supply (instead of merely indicating 'Tender Notice'. However, it should be kept short and catchy but should not be larger than the total text material of the advertisement itself.

8.5 Use of 'logo' should be made only once at the beginning of the clubbed advertisements.

8.6 Printing in bold letters (more than 6 points) should be used very selectively. Tenders should generally be printed in **6 points font size**. However, selection of font size **beyond 6 points** is left to the **discretion of the CPROs**, who may decide after taking all precautions both for **readability and economy**.

8.7 Railways should discourage the tendency on the part of some newspapers and advertising agencies (through which advertisements are released), to waste valuable space. Tendency to waste space, by using large print size and keeping columns or lines quite apart, must also be curbed.

8.8 If advertisements are not released through the advertising agencies, the text of the advertisements, should be type-set and given to publications in the form of bromide or art-pull or positive, etc. to ensure uniformity.

8.9 Except global/national tenders, all other classified advertisements should be released **in 'single-column format'** only. Two or more columns should be used only where tabulation work is involved or such display is absolutely necessary.

8.10 Detailed terms and conditions of tenders need not form part of advertisements, as they are already contained in the tender documents. Only essential items may be mentioned in brief.

9. PUBLISHING EMPLOYMENT NOTICES:

9.1 Advertisements relating to employment notices issued by Railway Recruitment Boards (RRBs) should be released only to the DAVP approved publications at the DAVP rates.

9.2 To effect economy in expenditure, unduly large sized Employment Notices and Application Forms should not be published in the newspapers. Such notices should be compressed and edited to ensure that only **brief and indicative advertisements** are released in the newspapers for wider coverage. The applicants may be advised in such

advertisements to look for the detailed advertisement (including the application form) published in Employment News/Rozgar Samachar of a particular date.

9.3 Railway Recruitment Boards may keep close liaison with the nearest CPRO for consultations, if any, regarding the procedural and other formalities relating to release of advertisements.

10. SPECIAL PROVISIONS FOR RAILWAY PSUs:

10.1 The Managing Directors of Railway PSUs should also make all efforts to avail the benefits of the DAVP rates (per square cm) while releasing advertisements.

10.2 However, the Managing Directors are authorized to take decisions in regard to release of advertisements in the **best commercial interest** of their respective PSUs, which may result in a mix of advertisements – sometimes at the DAVP rates and at others, at the commercial rates.

10.3 Railway PSUs should also make payment in accordance with the space utilized in square cm.

11. SETTLEMENT OF ADVERTISEMENT BILLS:

11.1. Advertising agencies (and publications in cases of direct releases) should be asked **to submit the bills** (*complete in all respects and supported with the relevant documents*) as early as possible **within 60 days of the publication of the advertisement** and every effort should be made to **settle the bills within 60 days of their receipt.**

11.2. Payment may be made for the **space utilized in square cm** on the basis of the rates of the publications per square cm.

11.3. For coloured advertisements, an extra payment (over and above the rate of black & white advertisements) is to be made at the rates decided by the DAVP from time to time (the existing rate being 40%).

11.4. No Rebate/discount be claimed on the advertisement bills preferred by the advertising agencies in respect of railway advertisements released at DAVP rates, provided the bills are otherwise in order.

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