

**GOVERNMENT OF NAGALAND  
INFORMATION AND PUBLIC RELATION DEPARTMENT**

**NOTIFICATION**

Dt. Kohima, the 5<sup>th</sup> Oct. 2015

No. IPR/Advert/Pol/2015: In supersession to the Advertisement Policy and Rules 1985; and with the incorporation of subsequent OMs and executive instructions issued by the Government, the following revised Advertisement Policy and Rules 2015 of the State Government are hereby notified:-

**ADVERTISEMENT POLICY OF THE GOVERNMENT OF NAGALAND  
AND RULES THEREOF: -**

**1. DEFINITIONS**

- (i) "Government" means the Government of Nagaland.
- (ii) "Advertisement" means all Government advertisements and advertisements of all Public Sector Undertakings of Nagaland and Statutory Bodies, released through the Information and Public Relations Department of the Government of Nagaland.
- (iii) "Newspaper" means Daily Newspapers and includes all Bi-Weekly, Tri-Weekly and Weekly Newspapers.
- (iv) "Periodical" includes Fortnightly, Monthly, Bi-Monthly and Quarterly Publications.
- (v) "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.
- (vi) "Display advertisement" refers to conspicuous display of contents and is published covering a full page of the paper or so as opposed to the classified advertisements. This includes the following: -
  - a) Mass campaigns; and
  - b) Sales promotions.
- (vii) "Commercial Advertisement" means advertisements 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 rates fixed by the papers concerned.

**2. NEWSPAPERS AND PERIODICALS CATEGORIES AS SHOWN BELOW :-**

**A. Newspapers (circulation)**

- (i) Small : Up to 15,000
- (ii) Medium : Between 15,000 and 50,000
- (iii) Big : Above 50,000

**B. Periodicals (circulation)**

- (i) Upto 2,500
- (ii) Between 2,500-5,000
- (iii) Above 5,000

### **3. PRODUCTION STANDARDS AND SPECIFICATIONS: -**

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

#### Print area not less than

- a) Weeklies and those defined in Rule 1 (iii) – 42 cms x 5 columns
- b) Periodicals – 23 cms x 2 columns.

#### Minimum number of pages

- a) 6 pages
- b) 30 pages excluding cover.

### **4. ELIGIBILITY FOR GOVERNMENT ADVERTISEMENT**

Newspapers and periodicals eligible for Government advertisements should fulfill the following conditions.

- (i) Newspapers published in the State should have the minimum paid circulation of 2,000 copies.
- (ii) Periodicals published in the State should have the minimum paid circulation of 1,000 copies.
- (iii) The newspapers should have uninterrupted and regular publications for a period of not less than one year,
- (iv) The periodicals should have the continuous publication for one year before they are eligible to receive the advertisement.
- (v) Advertisements will not be issued to a newspaper or a periodical which does conform to the accepted production standards as laid down in Rule 3.
- (vi) The registration of daily newspapers and periodicals is essential to be eligible to receive advertisement.
- (vii) Supporting documents regarding proof of (a) actual circulation (b) continuous and uninterrupted publication and (c) registration of newspapers etc. must be attached along with the application.
- (viii) Proof of claim of circulation should be in the form of a certificate from any one of the following agencies :-
  - a) Audit Bureau of Circulation;
  - b) Any Chartered Accountant; and
  - c) Joint Director/Deputy Director ( Advertisement ),  
Information and Public Relations Department, Nagaland.

### **5. POLICY FOR SPECIAL WEIGHTAGE :**

A balanced and equitable distribution of advertisements 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, weight age or consideration will be given to: -

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

## **6. GENERAL POLICY FOR RELEASE OF ADVERTISEMENTS**

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

- (i) There must be widest possible coverage as to reach the masses.
- (ii) Special consideration will be given to the newspapers and periodicals in a vernacular published in the State, subject to fulfillment of conditions laid down at Rule 3
- (iii) The political affiliation of the newspapers and the periodicals will not be taken into account in placing advertisements.
- (iv) Newspapers and periodicals should strictly abide by the journalistic Code of Ethics.
- (v) No classified advertisement will be issued to fortnightly, monthly, bi-monthly and quarterly periodicals.
- (vi) Whether the newspaper/periodical reaches the class of people whom the advertisement seeks to inform; and
- (vii) Whether the newspaper/periodical has sufficient circulation in the area where the advertisement seeks to make an impact.

## **7. TEST FOR JOURNALISTIC CODE OF ETHICS VIOLATIONS:-**

In regards to violation of journalistic code of ethics by any newspaper or periodical the following test shall be applied:

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

## **8. CLASSIFIED ADVERTISEMENTS:**

Classified Advertisements are time specific and therefore, shall be issued only to daily newspapers. The release to newspapers shall be on equitable basis of releases and of the cost of such advertisements.

## **9. DISPLAY ADVERTISEMENTS:**

Display Advertisements and Advertorials which are not date specific shall be issued to daily newspapers as well as periodicals depending on the suitability and expediency.

## **10. RELEASE OF ADVERTISEMENTS:-**

- (i) All Government advertisements will be routed through the Director, Information and Public Relations, 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.
- (ii) Applications by newspapers and periodicals for Government advertisements are to be submitted by the publisher concerned in the prescribed proforma (annexed hereto) to the Director, Information and Public Relations. The Director of Information and Public Relations will take steps for scrutinizing 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. 100.00.
- (iii) The Director of Information and Public Relations will arrange release of advertisements, both classified and display, to the newspapers and periodicals, in the approved list as deemed proper for effective coverage.
- (iv) The advertisers must place their materials for advertisement to DIPR, atleast three days prior to the desired date of advertisement, in both soft and hard copies.
- (v) The publishers of approved papers and periodicals will regularly send one copy of each of their issue to the Information and Public Relations Department and the Director of Information and Public Relations, 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.
- (vi) The Advertiser should not issue more than two corrigenda relating to any particular advertisement for publication, except in special cases.
- (vii) In case of wrong publication or printing mistake, publisher should republish advertisement free of cost.

## **11. ADVERTISEMENT RATES**

- (i) The rates fixed by the Department of Information and Public Relations from time to time, will be applicable to all newspapers and periodicals within the State.
- (ii) 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.

## **12. DELETION OF PAPERS/PERIODICALS FROM LIST**

The name of a newspaper/periodical may be deleted from the approved list under the following circumstances:-

- (i) If it is irregular in publication, or
- (ii) If it does not observe journalistic code of ethics or violates the policy set out in Rules 6 and 7.

**13. PLACEMENT OF FUNDS**

- (i) Finance Department shall place a lump sum amount with DIPR in the budget which may be revised based on actual requirements during the financial year. Henceforth, Finance Department shall not place any amount in the budgets of other Departments for the purpose except in respect of those Departments that are specifically exempted.
- (ii) The Finance Department shall at source place the total funds projected by various Departments, at the disposals/control of the DIPR.
- (iii) The funds for advertisements under the CSS Programmes and the Flagship Programmes shall be excluded from this arrangement.
- (iv) All the Departments shall nominate a 'Nodal Officer' to co-ordinate with the DIPR.
- (v) DIPR shall constitute a separate cell for advertisements headed by an officer not below the rank of a Dy. Director, with a separate Head of Account for advertisements.

**14. PAYMENTS OF ADVERTISEMENT BILLS**

- (i) All advertisements routed through DIPR shall be paid through the DIPR.
- (ii) All payments due shall be cleared within 60 days from the date of receipt of the bill or at the earliest subject to release of funds from competent authority.
- (iii) All payments by Statutory Bodies, funded outside State Budget shall be paid by the respective Organisations.

**15. PRESS RELEASES/SPOKESPERSON**

- (i) All Government Official Press Releases including Cabinet decisions, Government Notification and Government Policies/Rules shall be released through DIPR.
- (ii) The Secretary/Director IPR, shall be the official spokesperson to the Government.
- (iii) Political statements/releases, shall not involve IPR Department.
- (iv) Statutory Bodies/Organisations can have their own spokespersons.

N. Hushili Sema, IAS  
Commissioner & Secretary to the Government.

ANNEXURE

**PROFORMA FOR APPLICATION FOR GOVERNMENT  
ADVERTISEMENTS TO BE SUBMITTED TO THE DIRECTOR,  
INFORMATION AND PUBLIC RELATIONS, GOVERNMENT OF  
NAGALAND, KOHIMA**

1. Name of the Newspapers
2. Place of publication
3. Periodicity of Publication
4. If Newspaper other than, daily, day of publication
5. Retail price of the paper
6. Publishers Name  
Nationality  
Address
7. Editor's Name  
Nationality  
Address
8. Editor's Name  
Nationality  
Address
9. Name and Address of the Printing Press.
10. Name and Address of individuals or society who own the Newspapers.

I \_\_\_\_\_ do hereby declare that I am the publisher of the Newspapers \_\_\_\_\_ and I pledge that I shall strictly abide by the journalistic code of ethics as set out in para 7 and other terms and conditions laid down in the Advertisement Policy of the Government of Nagaland and Rules thereof.

Place \_\_\_\_\_

Date \_\_\_\_\_

Signature of Publisher