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GOVERNMENT OF PUNJAB

DIRECTOR INFORMATION & PUBLIC RELATIONS

NOTIFICATION

The 6th July, 2023

No. I/594156/2023.-The Governor of Punjab is pleased to make the Following amendment in the ADVERTISEMENT POLICY FOR WEBSITES 2022 issued vide PR. No. I/439348/2022, dated 7.10.2022 as under:-

- The Policy may be called the ADVERTISEMENT POLICY FOR WEBSITES, 2022 (First Amendment).
 - This amendment in the Policy shall come into force with immediate effect.
- In the ADVERTISEMENT POLICY FOR WEBSITES 2022, Para 7(b), 8(e) & 10(d) are amended as mentioned below:-

Clause No.	Original Clause	Clause after Amendment
7 (b)	The empanelment for new websites with DIPR Punjab in Category A, B, and C will be at prices defined by DAVP. No price bid will be allowed for categories A, B, and C.	The empanelment for new websites with DIPR Punjab in Category A, B and C will be at prices defined by DAVP. No price bid will be allowed for Categories A, B and C. <i>However, if any rate in any Panel of any Category is not available with BOC, then DIPR Punjab is authorized to discover the same through a tender process till such rates in a particular category are declared by BOC.</i>

8(e)	DIPR shall, from time to time, define the rates for Category A-C (based on DAVP Rates) and Category D-E for the following:	<i>DIPR shall, from time to time, define the rates for any category A,B,C,D,E (based on DAVP/DIPR Rates) for the following:</i>
10(d)	Screenshot of the campaign report /third-party ad server report page where it is clearly visible that the ad campaign was running during campaign duration and how many impressions were generated and how my click was generated and what was the CTR with stamp and signatory of the authorized person on the printout	<i>The Impressions received during the campaign period and its validity along with details of CTR stamp etc. shall be duly certified through of third party ad server/Google analytics report under a authorized signatory. The certificate must be submitted along with the bill.</i>

Chandigarh
The 4th July, 2023

MALWINDER SINGH JAGGI, IAS
Secretary, Government of Punjab
Information and Public Relations