Directorate of Information and Publicity
Government of NCT of Delhi
Block No. IX, Old Secretariat, Delhi
Tel.No. 23817926, 23819046, Fax-23814081

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10|7|13

No. P. 16/32/Advt./ DIP/2009-10/ 1853   Date: 03|7|13

OFFICE MEMORANDUM

1. It has been noticed that some departments are organizing briefings for display advertisements in print media at the eleventh hour, leading to inferior quality in design standards.

2. It has also been observed that some departments are releasing advertisements, including print, outdoor and digital direct to media without intimation to the Directorate.

3. It has also been observed that, some Departments are not inviting all empanelled advertising agencies in the briefings in gross violation of instructions issued in this regard vide letter no. F. 16/32/Advt./DIP/2009-10/629, dated 29.04.13.

4. The following instructions are reiterated for strict compliance by all concerned:

   (i)   Intimation for briefing for display advertisements should be sent to DIP, at least five days in advance of the date of publication, indicating the date & time.

   (ii)   All the empanelled advertisement agencies are to be called in the briefings. The complete list of empanelled advertising agencies is available on the home page of DIP website.

   (iii)   All the empanelled advertisement agencies should submit maximum two creative designs only for the approval of the competent authority.

   (iv)   The intimation for briefings should also be e-mailed to the Directorate at dipadvtgnctd@gmail.com

   All Secretaries to Ministers are requested to bring it to the notice of the Hon'ble Ministers.

(SAJJAN SINGH YADAV)
DIRECTOR (INFORMATION & PUBLCITY)

Copy for compliance to:-
1. All Principal Secretaries/ Secretaries/ Heads of Deptt., GNCTD.
2. All Heads of Autonomous Bodies/ Commissioners/ Corporations of GNCTD.
3. All Secretaries to Ministers, GNCTD.
4. PS to Chief Secretary, GNCTD.
5. PS to Pr. Secretary to LG/Pr. Secretary to CM.
6. PS to Pr. Secretary (PR).
7. All Dy. Commissioners, GNCTD.