

GOVERNMENT OF PAKISTAN
PAKISTAN METEOROLOGICAL DEPARTMENT
(HEADQUARTERS OFFICE ISLAMABAD)

No. GA-9(5)/2020/*email/1*

February 12th, 2020.

C I R C U L A R

Subject: SOP FOR ADVERTISING AGENCIES

Please find enclosed copy of Press Information Department letter No. 15(14)/03-Advt dated 31-01-2020 along with SOPs (complete document can also be downloaded from PMD website) on the above noted subject for information and strict compliance.

Amir Sultan
(AMIR SULTAN)
Superintendent (GA)

Distribution:

1. Chief Met. NDMC / R&D / SMRFC, PMD Islamabad.
2. Chief Met. FFD Lahore.
3. Chief Met. Camp Office Karachi.
4. Director RMC, Lahore / Karachi / Quetta / GB / Peshawar.
5. CAO, PMD HQs Office Islamabad.
6. Principal Engineer, IT, Islamabad.
7. SPS to D.G. Met. Services, Islamabad.
8. DCAO (E) / DCAO (GA) / DCAO (B), PMD Islamabad.
9. Dy. Director, Coordination / I&P Section, PMD Islamabad.
10. DDO, PMD Islamabad.
11. Accounts Officer, PMD Islamabad.
- ✓ 12. Web-Master, PMD HQs Office Islamabad to Upload the circular on the Official Website under the tab circulars.

Government of Pakistan
Press Information Department

P-3/8

F.No.15(14)/03-Advt

Islamabad; January 31, 2020.

To:

1. Chairman,
Pakistan Advertising Association,
Karachi.
2. All Accredited Agencies
3. Concerned Departments/Organisations

Subject : SOP for Advertising Agencies

Reference to the subject cited above, please find enclosed the standard operating procedure for advertising agencies, duly approved by the DG/PIO, for information and necessary action please.



Ahsan
(AHSAN ISHAQ)
Deputy Director

Encl:

SOP for Advertising Agencies

PMD	
DG	
CM (D)	
CM (P&D)	
CAO	✓ II
D-PIO	
MO/CO	
Dy No. 329	
Date: 10/2/2020	

PL circulate in all units of PMD (CMs & Divs & RMs)

DEAO (GA)
[Signature]
10/2

Amir (GA)
[Signature]
10.2.2020

Mr. Samra
[Signature]
10.2.2020

P-1/c

**GOVERNMENT OF PAKISTAN
PRESS INFORMATION DEPARTMENT**

<<>>

Subject:- **SOP FOR ADVERTISEMENT AGENCIES**

- All media would be centrally released by PID through Agencies enlisted with PID, M/o Information & Braodcasting.
 - All agencies already selected by client departments would continue as such for the duration selected by client organizations to the extent of design work only. Expenditure of such work would be done through overall budget for the campaign.
 - Client department would be responsible for obtaining clearance / NOC of their dues / liabilities from their already selected agencies. No liability would be acceptable by PID.
 - Approved design with suggested media would be submitted to PID with sufficient timeframe. However, final media selection would rest with PID.
 - Bare minimum size for print ad and shortest possible TVCs will be ensured from austerity point of view.
 - Preferably, approved Public Service Messages / respective achievements be made part of the design both in display and classified ads.
 - Client organizations to make payments as per DROs within 30 days after submission of bills. PID to ensure such payment to releasing agency within given time frame.
 - Failure to make timely payments by client organizations would not be allowed to do any further advertisement till clearance of previous payments.
 - Departments / organization will send their respective Press Releases / Media coverage to CND (PID) for publication in newspapers. Same would be monitored by respective client as well as by PID.
 - Media additions would be restricted to respective regions and credible newspapers only.
 - Region wise newspapers circulation would be considered / kept in mind for media distribution.
-