

**Government of India
Ministry of Tourism
Publicity, Events and IT Division**

File No. : 5-TP(37)/07

Date : September 7, 2011

Modified Guidelines for Release of Advertisements/ Advertorials in Publications, Souvenirs, etc. which are not part of the Media Plans of the Ministry of Tourism

Reference : Ministry of Tourism's guidelines bearing No. 5-TP(37)/07 dated 12th January 2011, for Releasing Advertisements in Publications which are not part of the Media Plans of the Ministry of Tourism.

Subject : Issue of Modified Guidelines for Release of Advertisements/ Advertorials in Publications, Souvenirs, etc. which are not part of the Media Plans of the Ministry of Tourism.

I. The Ministry of Tourism, Government of India releases advertisements, advertorials and promotional campaigns in major publications, either through DAVP or after following stipulated procedures, as per specific media plans approved by the competent authority. The Ministry of Tourism also releases advertisements from time to time, which do not form part of any Media Plan, but are beneficial in terms of the reach provided amongst different segments of society and interest groups.

II. The issue of release of advertisements in various publications, beyond the media plans of the Ministry, has been reconsidered and the following guidelines are issued for the purpose :

1. The publications covered under the Guidelines will, inter alia, include the following :

- (i) Tourism and tourism related publications (including magazines, newspapers, periodicals, travel guide books) which essentially cover issues / features on the tourism, travel and hospitality sectors as well as tourism related segments such as adventure, wildlife, medical & wellness, golf, etc.
- (ii) Publications which cover subjects other than those related to tourism, travel and hospitality sectors, but have a wide reach amongst different segments of society and interest groups.
- (iii) Souvenirs brought out on the occasion of various events, conferences, seminars and which offer visibility amongst delegates / participants/ other stakeholders.

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- (iv) In-flight magazines of domestic and international airlines operating to, from and within India which cater to a high spending clientele and target audience and have a wide reach.
- (v) Release of advertisements/advertorials in international / domestic publications of repute, to coincide with major international/ national events, as well as in special 'India' or 'Tourism' supplements or features brought out by international / domestic publications, which have merit in terms of a wide exposure and reach offered.
- (vi) Any other publication not listed above, which has the potential to promote and enhance tourism to and within the country.

2. (i) In the case of tourism and tourism related publications, the publication should have been in circulation for a period of at least **one year** before release of advertisement and in the case of other than tourism related publications, the publication should have been in circulation for a period of at least **two years** for release of advertisement.

(ii) The above clause relating to minimum period of circulation will **not** be applicable in the case of Souvenirs as these are not periodical in nature.

3. (i) In the case of tourism or tourism related publications, a maximum of **4 advertisements** may be released in a publication in a financial year with an upper ceiling of **Rs. 3.00 lakh** per financial year.

(ii) In the case of other than tourism related publications, a maximum of **2 advertisements** may be released in a publication in a financial year with an upper ceiling of **Rs. 1.00 lakh** per financial year.

(iii) The above clause relating to number of advertisements to be released in a financial year and financial ceilings will **not** be applicable in the case of in-flight magazines and in the case of advertisements/advertorials released in international / domestic publications of repute to coincide with major international/ national events, as well as in special 'India' or 'Tourism' supplements or features brought out by international / domestic publications.

4. In the case of generic newspapers seeking advertisements, the newspaper must be on the panel of DAVP. Advertisements in newspapers will not be considered at rates higher than DAVP rates, subject to ceilings indicated in para 3 (ii) above.

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5. Release of all advertisements beyond the Media Plans of the Ministry of Tourism will be approved by the competent authority on the basis of specific recommendations made by Committees constituted for the purpose, on the desirability of advertising as well as the extent of financial commitment to be considered for the proposals.

The composition of the Constituted Committees would be as follows:

(i) For proposals involving financial implication **upto Rs. 3 lakh:**

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| (a) JS(T) | - | Chairman |
| (b) ADG (T) | - | Member |
| (b) Director (Finance) | - | Member |
| (c) Representatives from any
4 major Trade Associations
(IATO / TAAI / FHRAI / HAI
ADTOI / ITTA / ATOAI / WTTC /
EIS, etc.) | - | Members |
| (d) DDG (Publicity) | - | Member Secretary |

(ii) For proposals involving financial implication **above Rs.3 lakh and upto Rs.15 lakh:**

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| (a) AS(T) | - | Chairman |
| (b) FA(T) | - | Member |
| (c) JS(T) | - | Member |
| (d) ADG(T) | - | Member |
| (e) Representatives from any
4 major Trade Associations
(IATO / TAAI / FHRAI /
HAI / ADTOI / ITTA /
ATOAI / WTTC / EIS, etc.) | - | Members |
| (f) DDG (Publicity) | - | Member Secretary |

(iii) The Committees will always have at least two (2) representatives from outside the Ministry.

6. In certain exceptional cases, when it is felt that releasing advertisements / advertorials in a publication would provide a large and effective platform for achieving widespread exposure and reach and would benefit the 'Incredible India' promotional efforts, but where the financial implications are higher, the proposals would be examined by a special Committee constituted for the purpose with the approval of Secretary (Tourism). The composition of such a Committee would be determined by the nature and profile of the publication.

7. The **Terms of Reference** for the Committees would be to assess :

- The extent to which release of the advertisement / advertorial would further the cause of promotion of Tourism.
- While making an assessment, the Committees will look into the profile of the publication, its readership profile, exposure / reach and the deliverables that would be provided.

8. **General Terms and Conditions**

- (i) All requests for release of advertisements shall be received in the Ministry of Tourism, well in advance and be accompanied by a brief profile of the publication including nature of contents, circulation figures, a readership profile and distribution channels. A copy of the publication, if any, will also be forwarded with the proposal.
- (ii) **No proposal under these guidelines will be considered for ex-post facto approval.**
- (iii) The advertising cost would include cost of adaptation, if the material is required to be adapted as per the size of the publication. No additional cost would be met by the Ministry of Tourism for this purpose.
- (iv) Applicable taxes, if any, would be paid as per actuals.
- (v) Creatives for the advertisements to be released would be provided by the Ministry of Tourism.
- (vi) No advance payment shall be made for release of such advertisements. In all cases, after the release of advertisement, the publication will submit to the Ministry pre-receipted bills in triplicate, along with two copies of the publication in which the advertisement has appeared.
- (vii) Financial support under these guidelines cannot be sought as a matter of right. The same would be provided subject to availability of funds and relevance of the publication.
