Government of Himachal Pradesh
Department of Information & Public Relations

No. Pub-A(1)-1/2018 Dated Shimla-171002 the, 17th Jan, 2024

NOTIFICATION

The Governor, Himachal Pradesh is pleased to notify "The Himachal Pradesh Digital Media Policy-2024" as per Annexure appended to this Notification for information of all concerned.

The Himachal Pradesh Digital Media Policy-2024 shall come into force from the date of publication in Rajpatra, Himachal Pradesh/e-Gazette.

By Order

Bharat Khera
Principal Secretary (I&PR) to the
Government of Himachal Pradesh

Endst No. Pub-A(1)-1/2018 Dated, Shimla-2 17th Jan, 2024

Copy for information and necessary action to:-

1. The Secretary to Governor, H.P., Shimla-171002.
2. The Spl. Private Secretary to the Chief Minister, H.P., Shimla-2.
3. The Spl. Private Secretary to the Deputy Chief Minister, H.P., Shimla-2
4. The P.S. to Principal Secretary (I&PR) to the Govt. of H.P., Shimla-02.
5. The Deputy Secretary to the Govt. of India, Ministry of Information and Broadcasting, New Delhi, Room No. 665, A Wing, Shastri Bhawan, New Delhi-110001.
6. All Administrative Secretaries to the Government of Himachal Pradesh.
7. All Heads of Department in Himachal Pradesh.
8. All the Deputy Commissioners in H.P.
9. The Director, Information & Public Relations, H.P., Shimla-2.
10. The Joint Secretary (GAD) to the Government of Himachal Pradesh w.r.t. the item no. 12 of the cabinet meeting held on 12.01.2024
11. All District Public Relations Officers, H.P.

(Ravi Pal)
Deputy Secretary (I&PR) to the
Government of Himachal Pradesh

Annexure

Himachal Pradesh Digital Media Policy-2024

1. Background

(a) The Department of Information and Public Relations is responsible for dissemination of information on government policies, programmes and welfare schemes through multiple media of mass communication such as print, radio, television, out of home publicity (OOH), traditional media and digital media including social media, news websites and news web channels.

(b) The main objective of the Department is to create a conducive environment for dissemination of information and awareness amongst masses by facilitating the media. In order to achieve this objective, the effective outreach of Government policies and programmes is ensured through various modes of media *i.e.* Print, Electronic, Outdoor, traditional and digital media etc.

2. Need for the Policy Guidelines

(a) Over the last decade, News Web Channels, News Websites/Web Portals and Social Media have emerged as effective platforms for gathering and disseminating information. With the emergence of various social media platforms and easy availability of access tools, the people have become more dependent on prompt flow of information on these platforms.

(b) In today's globally interconnected world, the increasing ease of access of social media through hand-held devices and ubiquity of internet has further enhanced the reach of social media platforms.

(c) The growth of social media usage opens up new opportunities for mass communication and outreach. The social media platforms not only cater to an increasing number of people but also facilitate targeted approach to receive or create and share public messages, which helps in reaching out to desired set of people in an efficient and cost effective manner.

(d) In order to draw the benefits of the social media, it is important for the Information and Public Relations Department to determine modalities for empanelling/engaging News Web Channels, News Websites/Web Portals and Social Media Influencers/Handlers for assured reach. Hence, there is a definite need for policy guidelines for empanelment/engagement of News Web Channels, News Websites/Web Portals and Social Media Influencers/Handlers for the Government advertising so that assured reach could be attained on payment basis to increase visibility of socially relevant messages.

3. Objectives of the Policy

(a) To improve the outreach of welfare schemes and initiatives of the State Government.

(b) To put in place a policy framework in order to enable the department to empanel/engage 'News Web Channels, News Websites/Web Portals, Social Media Influencers/Handlers on the basis of various criteria, terms & conditions and processes stipulated in these guidelines.

(c) To optimally utilize the News Web Channels, News Web Portals and Social Media Influencers/Handlers to publicize and promote the policies, programmes and development initiatives of the State Government.

(d) To empanel/engage News Web Channels, News Websites/Web Portals, Social Media Influencers/Handlers for publicizing policies, programmes and development initiatives of the State Government. The News Web Channels, News Websites/Web Portals and Social Media Influencers/Handlers would be issued government advertisements after empanelment/engagement with the Information and Public Relations Department.

4. Short title and extent of policy:

(a) This policy shall be called as Himachal Pradesh Digital Media Policy-2024.

(b) This Policy shall be applicable in the State of Himachal Pradesh with effect from the date of its publication in the Official Gazette.

5. Definitions:

Unless there is something repugnant in the subject or content, the terms used in this Policy are in the sense explained hereunder:

(a) "Advertisement" means advertisements of all the Departments, Public Sector Undertakings (PSUs) and Autonomous Bodies such as Boards and Corporations, Urban Local Bodies (ULBs), Universities, various Commissions, Authorities, Societies constituted by Government Departments, Trusts under Government, Apex Cooperative Institutions and other State Government Institutions (SGIs), Organizations etc., released through Director Information and Public Relations or Society/Agency constituted for the purpose by the DIPR;

(b) "Advertisement Rate" means rates of advertisements approved by the State Government from time to time for release of advertisements;

(c) ."Audio-Visual Advertisements and Audio Advertisements" audio visual advertisement means a visual presentation, typically a moving picture which is accompanied by sound and Audio Advertisements means a sound based presentation of the content;

(d) "bankrupt or Insolvent" the term used in this policy shall have the same meaning as defined in clause (3) of section 79 of the Insolvent and Bankruptcy Code 2016;

(e) "blacklist" means debarring a Digital Media from the privilege and advantages of entering into lawful relationship with the Government for purpose of gains;

(f) "Competent Authority" means the Director, Information and Public Relations, Himachal Pradesh, or any other officer authorized as such by him/her for this specific purpose;

(g) "Department" means the Department of Information and Public Relations, Himachal Pradesh;

(h) "DAVP (CBC) Rates" means the rates decided by the Directorate of Advertising and Visual Publicity (Central Bureau of Communication), Government of India, wherever applicable;

(i) "DI&PR" means the Director, Information and Public Relations Department, Himachal Pradesh;

(j) "Empanelment/Engagement" means to enlist news based digital media in a list maintained by the Director Information and Public Relations as per the prescribed procedure and criteria fixed for this purpose for the release of State Government advertisements;

(k) "Empanelment and Rate Advisory Committee" means a Committee of the officers of the Information and Public Relations Department constituted to examine the applications for empanelment and recommend the empanelment as per the provision of the policy;

(l) "Government/State Government" means the Government of the State of Himachal Pradesh in the Department of Information and Public Relations;

(m) "Government Advertisement" means any message conveyed and paid for by the government/department for placement in the media which includes both copy (written text/audio) and creative (visuals/video/multi-media);

(n) "News Web Channel" (herein referred to as the "Channel") shall include any internet based News Channel permanently engaged in disseminating news at regular intervals daily and verified by YouTube and Facebook platforms;

(o) "Pixels" means the basic unit of programmable colour on a computer display or in a computer image. The Pixel dimension is the horizontal and vertical measurements of an image expressed in pixels. The pixel dimensions may be determined by multiplying both the width and height by the DPI (dots per inch);

(p) "Social Media platforms" means a web-based and mobile-based Internet Application that allows the creation, access and exchange of user-generated content. The content on the Social Media platform may be in the form of text, audio-visual, graphics, animation or any other form prescribed by the department from time to time; and

(q) "Social Media Influencers/Handlers" means user on Social Media who has established credibility in a specific industry. These content creators have access to a large audience and can share information to persuade others through their authenticity and reach.

(r) "The Digital media" means News Web Channels, News Websites/Web Portals and social media platforms like Facebook, YouTube, Instagram, Twitter etc..

(s) "Unique user/visitor count' means counts of website's individual visitor/one visitor over a specific period. It does not matter how many times they visited the website during that period i.e. if one individual visits the site ten times, still count that person as one visit;

(t) "Websites/Web Portal" means a collection of various web pages linked to a particular web domain, which are operated through Internet. It should have URL (Uniform Resource Locator) to ensure that it is a part of World Wide Web (www);

(u) "Web Banner Advertisement" means a form of advertising on the World Wide Web (WWW) delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page. The web banner will be in the shape of animation, static or rotating;

6. The Digital Media Policy-2024 shall cover empanelment/ engagement/accreditation and release of advertisements to following:

(A) News Web Channels

(B) News websites/Portals

(C) Social Media Influencers/Handlers

The above mentioned platforms of the Digital Media will be regulated through policy guidelines defined here under.

7. Nodal Agency:

The Department of Information and Public Relations, Himachal Pradesh shall be the nodal agency for release of advertisements of all State Government Departments, Boards and Corporations to the Web News Channels, News Websites/Web Portals and Social Media Influencers/Handlers empanelled/engaged by the Authority. Accordingly, all Government Departments/Boards/Corporations shall release Government advertisement after obtaining prior approval of the Authority subject to the condition that concerned Department/ Board / Corporation etc. shall be responsible for the correctness of the content of advertisement and that only approved photograph of the VIP will be used in the advertisement. The advertisement so designed shall be in conformity with the Guidelines/ instructions issued by the Government and the judgements passed by the Hon'ble Courts from time to time.

8. Eligibility criteria

A. Eligibility criteria for empanelment of News Web Channels:

Every channel shall have to fulfil the following general and technical qualifications to be eligible for empanelment with the Department, namely:

(a) Only channels owned and operated by registered companies and firms with the State Government or Government of India other than individuals shall be considered for empanelment;

(b) the empanelment will be given to only one news web channel of a particular registered company giving maximum coverage to the state of Himachal Pradesh;

(c) the Channel should have a minimum annual turnover of **₹ 5 lakh** in the last 2 years.

(d) the Channel or its owner or partners should not be bankrupt or insolvent;

(e) the Channel should not have been blacklisted or de-empanelled by any State Government or Government of India. The applicant shall upload a self declaration to this effect;

(f) the Channel should have continuously operated under the same name for a minimum period of two years in Himachal Pradesh and should be giving 80 percent coverage to the State;

(g) the Channel should have at least Five lakh subscribers on the date of submission of application for empanelment, by way of-

i. Combined verified Facebook and YouTube official handles or

ii. Verified Facebook official handle or

iii. Verified YouTube official handle.

Categories Structure	**Facebook+YouTube Combined Subscriber base**
Category A	More than 30 lakh
Category B	More than 10 Lakh to 30 Lakh
Category C	5 Lakh to 10 Lakh

(h) the News Web Channel existent from last two years will have to submit the Facebook and YouTube analytics report for a period of six months before the date of application;

(i) the Channel should have uploaded at least three hundred news videos or sound bytes or news items (VOs/News Capsules or interviews) with in the period of one month during the period of last three months from the date of application;

(j) the Channel should have dedicated staff and an office in Himachal Pradesh;

(k) the Channel applying for empanelment shall submit a certificate that the information submitted is correct. It shall also certify that it shall abide by the decision of the Competent Authority regarding empanelment, rates, telecast etc. In case the information submitted by the applicant is found to be false or incorrect, in any manner at any stage, the empanelment shall be cancelled immediately;

(l) the empanelment will be non-transferable.

B. Eligibility Criteria for Empanelment of News Websites/News Web Portals:

(a) The Editor of the News Website/Web Portal shall be a bonafide resident of the State of Himachal Pradesh.

(b) The News Websites/Web portals must be exclusively dedicated for News. The Editor of the Website/Web portal will submit an undertaking/notarized certificate to this effect.

(c) The News Website/Web Portal should have continuously operated under the same name (Website Address) for minimum two years. The said period shall be calculated backward from the date of submission of application for empanelment. The Editor of the News Website/Web Portal must submit documents of domain registration of News Website/Web Portal.

(d) Unique User Counts, which decides the extent of coverage of a News Website/Web Portal, is an important parameter to gauge the reach of a particular News Website/Web Portal. The News Website/Web portal having *average Unique User Counts* of atleast 5001/per month for last six months (proceeding 6 months from the day of submitting application in the department) will be eligible for empanelment. The last six months' average Unique Users (UU) data will be cross-checked and verified with the Google Analytics that monitors website traffic in India. This condition aims at ensuring that the visibility of Government advertisements is increased by strategically placing the advertisements on News Websites/Web Portals having higher Unique Users per month. The Unique Users count of News Websites/Web Portals will be decided on the basis of Google Analytics data and the Editor of the News Website/Web portal will have to provide this data to the Authority with the application for empanelment and also monthly data in this respect on regular basis. If required, the Authority will cross-check the UU data submitted by the Editors of the News Websites/Web Portals through a credible third-party tool that monitors website traffic in India.

(e) The News Website/Web portal of only those editors will be considered for empanelment provided he/she;

(i) holds a Diploma / Bachelor's Degree in Journalism/Mass Communication

Or

(ii) has minimum 10 years of experience in Web Journalism.

(f) Only those News Websites will be considered whose Editors are pursuing Web Journalism as their primary job.

(g) The Editor of the News Website should be a full time web journalist and should not be an employee (regular/contract/outsource or receiving any honorarium) of the Government/PSU/organization/Media House and will have to submit affidavit to this effect.

(h) Only one Editor of a News Website will be empanelled from a family (UHF/Joint Family).

Category Structure of News Websites/Web Portals

The News Websites/Web Portals shall be categorised into following three classes on the basis of the average unique user count for the period of six months (proceeding 6 months from the day of submitting application in the department) prior to first date of application for empanelment and for the purpose of fixing of rates for the release of advertisements:

Category	A	B	C
Average Unique User Count per month for six months (proceeding 6 months from the day of submitting application in the department)	**20,001 and above**	**10,001 to 20,000**	**5,001 to 10,000**

C. Eligibility Criteria for Engagement of Social Media Influencers/Handlers

The social media Influencers/Handlers:

a) must fall under the definition given in clause 5 (q);

b) must be under continuous operation under the same domain name/access address for minimum of one year and

c) the applicant platform will be segmented on the basis of Subscribers/ followers count as under:

Category A - Minimum 5 lac subscribers/followers with at least minimum 100 video or 150 posts in last six months

Category B - Minimum 4 lac subscribers/followers with at least minimum 60 video or 90 posts in last six months

Category C - Minimum 2 lac subscribers/followers with at least minimum 30 video or 45 posts in last six months

Category D - Minimum 50 Thousand subscribers/followers with at least minimum 15 video or 20 posts in last six months

d) Social Media Influencers/Handlers must have earned at least 50 percent of subscribers or followers at least six months prior to the date of application for enlistment. Social Media analytics/insight report in support of this claim is required to be submitted.

e) Departmental committee will verify Analytics/ Insights during the engagement process or at any stage before issuing advertisement.

9. Procedure for Empanelment/Engagement:

(a) For empanelment/engagement with Department of Information and Public Relations, the News Web Channels, Websites/Web Portals and Social Media Influencers/Handlers, shall apply to the Competent Authority in a prescribed format in Annexure A, B and C respectively along-with relevant documents as specified. After the submissions of application by the applicant, the same shall be scrutinized by the Departmental Empanelment and Rate Advisory Committee (ERAC), which shall verify the documents submitted by the applicant, and after due satisfaction of the Competent Authority may empanel/engage the News Web Channels, Websites/Web Portals and Social Media Influencers/Handlers. The composition of Empanelment and Rate Advisory Committee will be as under:

There shall be an Empanelment and Rate Advisory Committee (ERAC) consisting of the following officers:

(i) Addl/Joint Director (Administration)	Chairman
(ii) Officer in-charge (Technical)	Member Secretary
(iii) Asstt. Controller (Finance &Accounts)	Member
(iv) Officer In-charge (Advertisement)	Member

(b) The Empanelment and Rate Advisory Committee (ERAC) shall meet after every three months to scrutinize the applications for empanelment received in the department.

(c) The application for empanelment/engagement can be submitted to the Competent Authority subject to the condition that eligibility criteria are fulfilled. The applications received in the first quarter of calendar year will be processed in the month of April

and applications received in second, third and fourth quarter will be processed in the month of July, October and January respectively.

10. Terms & Conditions:

(a) The Authority may demand reports from a third-party server engaged by the empanelled News Web Channels, News Websites/Web Portals for Google Analytics and Analytics/Insights whenever required. The entire expenditure on engagement of Third-Party Server etc. will be borne by the Editor of the News Web Channel, News Website/Web portal and Social Media Influencer/Handler concerned.

(b) The Editor of the News Web Channel, News Website/Web-portal and Social Media Influencers/Handlers shall comply with the provisions of the Information Technology (Intermediaries Guidelines and Digital Media Ethics Code) Rules, 2021, other relevant extant Acts, Rules, Regulations and instructions issued by the Government/Authority from time to time.

(c) The cost of all technical requirements, such as adapting the design format provided by the Authority to the News Website/Web Portal format, shall be borne by the concerned Digital Media platform subject to the condition that adaptation can be done with the prior approval of the Authority.

(d) The media planning for a campaign is done on the basis of publicity requirement and target audience for the campaign. The empanelment/engagement of a News Web Channel, News Website/Web Portal and Social Media Influencer/Handler would not guarantee assured business.

(e) The empanelled/engaged News Web Channels, News Websites/Web Portals and Social Media Influencers/Handlers may be debarred from Government advertisements by the Authority for the remaining period of its empanelment, if it refuses to carry advertisements issued by the Authority or the Departments, PSUs and Autonomous Bodies of Government of Himachal Pradesh.

(f) Notwithstanding anything contained in these Guidelines, the decision of the Authority shall be final in case of any disagreement.

(g) The News Web Channels, News Website/Web Portal, Social Media Influencers/Handlers with record of publishing fake/distorted/incomplete/incorrect information, inciting communal passion, violence, undermining sovereignty and integrity of India or socially accepted norms of public decency and behaviour shall not be considered for empanelment and whenever it indulges into these activities after empanelment, shall be liable for cancellation of the empanelment and penal action.

(h) The e-edition of daily/weekly newspapers will not be considered for empanelment as the Editors of these daily/weekly newspapers are bound to include the advertisement issued by the Government Departments in e-edition of these daily/weekly newspapers as per the guidelines of RNI/DAVP.

(i) Notwithstanding anything contained in these Guidelines, the Government reserves the right to relax any of the condition and change, modify, revise and remove /repeal whole or any part of it.

(j) The Government reserves the right to change the rate and add, modify and delete any property of advertisement and fix rate of modified/added advertisement property.

(k) The rate fixed for a particular advertisement property for a particular category of news web channel, News Websites/News Web Portals and Social Media Influencers/Handlers shall be applicable for all the categories of Digital Media Platforms, irrespective of their subscribers/followers.

(l) All rates will be net rates. The applicable GST shall be paid extra.

11. Responsibilities the News Web Channels, Websites/Web Portals and Social Media Influencers/Handlers:

(a) All the Government advertisements shall only be displayed on any or all of the following:

(i) Political Interviews or News;
(ii) Daily News Bulletins;
(iii) Debates or Discussions;
(iv) Special Editorial Interviews; and
(v) Himachal Pradesh Specific News;
(vi) Normal view area of the home page of the News Website/Web Portal;
(vii) While Influencers video is running;

(b) The advertisements on the following categories can lead to penalties or cancellation of empanelment/engagement:

(i) Hate Speech
(ii) Violent Content
(iii) Adult Nudity and Sexual Activity, Intoxicants (Liquor);
(iv) Cruel and Insensitive Content;
(v) Personal Disputes;
(vi) False/Fake news;
(vii) Misrepresentation;
(viii) Anti-State/ Anti-National Content sharing:
(ix) Any other objectionable Material

(c) The empanelled/engaged Digital Media platforms should be obliged to submit its bills (in hard copy), complete in all respects, within 30 days of completion of the campaign, along with certificates to the effect that the advertisement has been displayed or relayed on the Digital Media platforms. They shall also provide the entire schedule or log of the displayed or related advertisements along with YouTube Analytics and Facebook Analytics and PDF files of the daily screenshots;

(d) Online payments shall be made by the competent authority for only that period during which the advertisement was displayed at the DPR/DAVP rates, whichever applicable;

(e) The Empanelled/Engaged Digital Media platforms shall abide by all the instructions of the Government issued from time to time;

(f) They shall submit certified data regarding its views, after the interval of every three months.

(g) The Department may, from time to time, recheck or assign any agency to countercheck the data provided by the empanelled/engaged Digital Media platforms.

12. Validity of the empanelment:

The empanelment/engagement of the News Web Channels, Websites/Web Portals and Social Media Influencers/Handlers shall be valid for Two years. The competent Authority may extend the empanelment/engagement further for a period of one year at a time subject to the satisfaction.

13. Suspension of empanelment/engagement:

If any empanelled/engaged Digital Media telecast hate speech, violent content, adult nudity and sexual activity, intoxicants (liquor), cruel and insensitive content, personal disputes, false/fake news, misrepresentation or any other objectionable material, then it shall lead to:

(a) immediate suspension of empanelment/engagement by the Competent Authority for a period of six months, and

(b) blacklisting for a period as may be specified, but not less than six months, by the Competent Authority.

14. Cancellation of the empanelment/engagement:

The empanelment/engagement of the News Web Channels, News Websites/Web Portals and Social Media Influencers/Handlers shall be cancelled by the Competent Authority if:

(a) They refuses to carry an advertisement issued by the department at any time; or

(b) News Web Channel, News Website/Web Portal and Social Media Influencer/Handler ceases to fulfil the eligibility criteria until they qualify again:

Provided that where the Competent Authority passes an order under sub-clause (a) and (b) it shall not empanel the Digital Media platform again until after the passage of six months from the date of passing such an order.

Provided further that where the Competent Authority passes an order under sub-clause (b) it may, on a fresh application moved by the social media platform, empanel it again on satisfactory compliance of the qualifications prescribed in this policy.

15. Government Advertisement Format:

(i) **Aston Band Format:** The advertisements shall be shared in animated aston band format to be used on videos exclusively for the Government;

(ii) **Video advertisements:** Video advertisements of duration of five seconds or more shall be embedded with particular videos as a part of the video with the given duration timing and it shall be the first advertisement inserted in such a video.

(iii) **L-Band format:** The advertisements in L Band format shall be displayed along with other advertisements on videos exclusively for the Government.

(iv) Advertisement shall only be inserted in a verified Facebook or YouTube Channel.

16. Fixation of Government advertisement rates

Advertisement Rates for News Web Channels/News Websites/Web portals and Social Media Influencers/Handlers:

(i) The State Government will fix rate of Government advertisement for the different categories of News Web Channels/News Websites/Web portals and Social Media Influencers/Handlers on the basis of their category. The rate of advertisement so fixed will be applicable to all the State Government Departments/Boards/Corporations etc. for releasing the advertisements to the Empanelled News Websites/Web Portals and Social Media Influencers/Handlers.

(ii) The ERAC (Empanelment and Rate Advisory Committee) will recommend the rates of different advertisement properties to the Director Information and Public Relations who will submit these recommendations to the State Government for approval. The State Government will notify the approved rates.

(iii) The minimum base rate fixed in a category for the Video ads would be offered to all News Web Channels/News Websites/Web portals and Social Media Influencers/Handlers in the category found eligible on the basis of minimum subscriber/follower data.

(iv) The minimum base rate for the Aston Band Format ads would be offered to all applicant News Web Channels/ Social Media Influencers/Handlers in the category found eligible on the basis of minimum subscriber/follower data.

(v) The minimum base rate in category for the L Band Format ads would be offered to all applicant News Web Channels/ Social Media Influencers/Handlers in that category found eligible on the basis of minimum subscriber data.

(vi) The Empanelment and Rate Advisory Committee (ERAC) will recommend the advertisement rates for different advertisement properties for News Web Channels/News Websites/Web portals and Social Media Influencers/Handlers

on the basis of their category to the Authority who will get these rates approved and notified by the State Government.

(vii) The Department will issue Display Advertisement of different advertisement property from time to time as per the requirement. The advertisement rates for each Category of News Web Channels/News Website/Web portal and Social Media Influencers/Handlers will be fixed in Rupees for following advertisement properties:

(a) News Web Channels:

(i) Aston Band and L – Band format

Sr. No	Advertisements Format	Rates (in Rupees) per 10 sec		
		A	B	C
1.	Aston Band and L-Band format			

(ii) Video advertisement

Sr. No.	Advertisements Format	Rates (in Rupees) per 10 sec		
		A	B	C
1.	Video			

(b) News Websites/Web portals:

Sr. No.	Banner /Audio-visual/ Audio Advertisements	Rates (in Rupees)		
		A	B	C
1.	728 X 90 Pixels (one month)			
2.	468 x 60 Pixels (one month)			
3.	180x150 pixels (one month)			
4.	300X250 pixels (one month)			
5.	Any other size as per requirement (one month)			
6.	Fixed slot (12 noon to 6 PM)			
7.	Fixed slot (24 hours)			
8.	Audio-visual Ads (per 5 seconds)			
9.	Fixed Audio-visual Ads(24 hours slot)			
10.	Audio Ads (per 5 seconds)			
11.	Fixed Audio Ads (24 hours slot)			

The payment will be made for displaying the advertisement on the News Website/Web Portal for the entire month on 24x7 basis. The Daily display charges on account of displaying advertisement will be on Pro-Rata basis, whenever required.

(c) Advertisement Rates for Social Media Influencers/Handlers:

Social Media handle/page/Channel falling under different categories and fulfilling all codal formalities will be released advertisements for the advertisement properties detailed below:

YouTube

Sr. No.	Description of Advertisement	Rates (in Rupees)			
		A	B	C	D
1.	To insert Government audio-visual advertisement while Influencers (Duration up to 60 seconds)				
2.	video is running (Duration up to 60 seconds)				

Facebook and Instagram

Sr. No.	Description of Advertisement	Rates (in Rupees)			
		A	B	C	D
1.	One reel (minimum 10 seconds)				
2.	One post (up to 5 photos/videos)				

Twitter

Sr. No.	Description of Advertisement	Rates (in Rupees)			
		A	B	C	D
1.	One tweet				
2.	One video				

17. **Accreditation/Recognition to the Editors of News Web Channels/News Websites/Web portals:**

In order to provide access to the sources of information in Government and Semi-Government Departments/Organizations of the State Government, the Government may consider granting accreditation/recognition to the Editors of the News Web Channels/ News Websites/Web portals by making necessary provisions in the relevant rules, after notification of this policy.

Note:

(i) It will be obligatory for the empanelled social media Influencer/ Handle/ to complete one audio-video assignment of minimum three minutes duration every month as per directions of the Authority in the local dialect.

(ii) The Government reserves the right to change the rate and add, modify and delete any property of advertisement and fix rate of modified/added advertisement property.

(iii) The rate fixed for a particular advertisement property for a particular category of news web channel shall be applicable for all the news web channel falling in that category, irrespective of their subscribers/followers.

(iv) All rates will be net rates. The applicable GST shall be paid extra.

(v) The State Government in case intends to utilize other Digital Media Platforms such as Internet Websites, Mobile Applications, OTT Platforms, and Digital Audio Platforms etc., the **Digital Advertisement Policy-2023** notified by the Ministry of Information and Broadcasting, Central Bureau of Communication, GoI will be followed.

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ANNEXURE-A

APPLICATION FORM FOR EMPANELMENT OF NEWS WEB CHANNEL

1. Name of the News Web channel: ----------
   (In block letters)
2. Address of office in H.P: ----------
3. Report of analytics/insights
   on the date of application
   (a) Facebook ----------
   (b)YouTube ----------
4. URL of channel/page
   (a) Facebook ----------
   (b) YouTube ----------

4. Permanent address ----------

5. Present address of place of work ----------
   (In full)

6. Telephone Number of Office Residence ----------

7. Mobile Number and email address ----------

Signature of Applicant

Note : Documents required with application.

1. Application on the official letterhead of the company/firm for empanelment.
2. Authentic self attested document regarding subscription and followers of the news web channel(s).
3. Company/firm registration certificate and GST number.
4. Copy of Facebook and YouTube analytics reports.
5. Self declaration that the information provided is accurate and authentic and you will abide by the rules and conditions fixed by the department for empanelment.
6. Address proof of the company/firm (Copy of residence proof be attached).
7. Self declaration that the News Web Channel has not been blacklisted or dis-empanelled by any State Government or Government of India.

ANNEXURE-B

APPLICATION FORM FOR EMPANELMENT OF NEWS WEBSITES/WEB PORTALS

1. Name of the News Website/Web Portal : ----------
   (In block letters)
2. Address of Editor : ----------
3. Address of office in H.P : ----------
4. Report of Google analytics/insights
   for last 6 months from the date of application ----------
5. URL of News Website/Web Portal : ----------
6. Mobile Number and email address : ----------

Signature of Applicant

Note : Documents required with application.

1. Application on the official letterhead of the company/firm for empanelment.
2. Document in support of domain registration of the News Website/Web Portal.
3. Document in support of Average Unique User Data of the News Website/Web Portal for past 6 months from the date of application.
4. Copy of Bonafide Himachali Certificate of the Editor.
5. Affidavit to the effect that the Editor is pursuing Web Journalism as their primary job.
6. Declaration to the effect that the applicant is only member of his/her family applying for empanelment of the News Website/Web Portal.
7. Self declaration that the News Website/Web Portal has not been blacklisted or dis-empanelled by any State Government or Government of India.

ANNEXURE-C

APPLICATION FORM FOR ENGAGEMENT OF SOCIAL MEDIA INFLUENCER/HANDLER

1. Name of the Social Media Influencer/Handler : ----------
   (In block letters)

2. Address of Social Media Influencer/Handler : ----------

3. Name of the Social Media Platform working for its URL and followers/subscribers data :

Name of Platform	URL	Follower/subscriber Data
a) Facebook	----------	----------
b) YouTube	----------	----------
c) Instagram	----------	----------
d) Twitter	----------	----------

4. Report of analytics/insights of Social Media Platform on the date of application
   a) Facebook (Total) ---------- (Past 6 months) ----------
   b) YouTube (Total) ---------- (Past 6 months) ----------
   c) Instagram (Total) ---------- (Past 6 months) ----------
   d) Twitter (Total) ---------- (Past 6 months) ----------

5. Mobile Number and email address : ----------

Signature of Applicant

Note : Documents required with application.

1. Document in support of Analytics/insight report.
2. Document in support of total subscriber/followers on the date of application and earned during last 6 months from the date of application.
3. Copy of Bonafide Himachali Certificate of the Influencer/handler.
4. Declaration to the effect that the Influencer/handler is active on Social Media platform from past 2 years for which applying.

ANNEXURE-D

(a) Advertisement Rates for News Web Channels:

(i) Aston Band and L – Band format

Sr. No	Advertisements Format	Rates (in Rupees) per 10 sec		
		A	B	C
1.	Aston Band and L-Band format	100/-	80/-	60/-

(ii) Video advertisement

Sr. No.	Advertisements Format	Rates (in Rupees) per 10 sec		
		A	B	C
1.	Video	120/-	100/-	80/-

(b) Advertisement Rates for News Websites/Web portals:

Sr. No.	Banner /Audio-visual/ Audio Advertisements	Rates (in Rupees)		
		A	B	C
1.	728 X 90 Pixels (one month)	15,000/-	12,000/-	10,000/-
2.	468 x 60 Pixels (one month)	15,000/-	12,000/-	10,000/-
3.	180x150 pixels (one month)	15,000/-	12,000/-	10,000/-
4.	300X250 pixels (one month)	15,000/-	12,000/-	10,000/-
5.	Any other size as per requirement (one month)	15,000/-	12,000/-	10,000/-
6.	Fixed slot (12 noon to 6 PM)	3750/-	3,000/-	2,500/-
7.	Fixed slot (24 hours)	15,000/-	12,000/-	10,000/-
8.	Audio-visual Ads (per 5 seconds)	20/-	10/-	5/-
9.	Fixed Audio-visual Ads(24 hours slot)	500/-	400/-	330/-
10.	Audio Ads (per 5 seconds)	12/-	8/-	4/-
11.	Fixed Audio Ads (24 hours slot)	250/-	200/-	150/-

(c) Advertisement Rates for Social Media Influencers/Handlers:

(i) Social Media Influencers/Handlers falling under different categories and fulfilling all codal formalities will be released advertisements with maximum limit as follows:

Category	*Maximum Limit every month*
A	2 Lakh

B	1 Lakh
C	50 Thousand
D	10 Thousands

YouTube

Sr. No.	Description of Advertisement	Rates (in Rupees)			
		A	B	C	D
1.	To insert Government audio-visual advertisement while Influencers (Duration up to 60 seconds)	Rs. 10,000	Rs.5,000	Rs. 3,000	Rs. 1,000
2.	video is running (Duration up to 60 seconds)	Rs. 10,000	Rs. 5,000	Rs. 3,000	Rs. 1,000

Facebook and Instagram

Sr. No.	Description of Advertisement	Rates (in Rupees)			
		A	B	C	D
1.	One reel (minimum 10 seconds)	Rs. 10,000	Rs.5,000	Rs. 3,000	Rs. 1,000
2.	One post (up to 5 photos/videos)	Rs. 10,000	Rs. 5,000	Rs. 3,000	Rs. 1,000

Twitter

Sr. No.	Description of Advertisement	Rates (in Rupees)			
		A	B	C	D
1.	One tweet	Rs. 10,000	Rs.5,000	Rs. 3,000	Rs. 1,000
2.	One video	Rs. 10,000	Rs. 5,000	Rs. 3,000	Rs. 1,000