



GOVERNMENT OF BALOCHISTAN
INFORMATION DEPARTMENT

BALOCHISTAN ADVERTISEMENT POLICY, 2026

In pursuance of this department's policy letter No.SO (Info:-I)/4-5(4)/2023/614-21, dated 15th May 2023, the Government of Balochistan has been pleased to revise the Advertisement Policy as follows. It shall come into force with immediate effect and shall repeal all previous/ criteria regarding Advertisement enforced from time to time.

A. PRINT MEDIA

1. All Tender Notices, Bid Invitations, Pre-Qualification Notices, and Expressions of Interest (EOI) shall be uploaded on the BPPRA website in accordance with BPPRA Rule-15. In addition, such notices may also be advertised in the print media as prescribed under the said Rule. Furthermore, to ensure wider dissemination and transparency, the notices shall also be published on at least four (4) digital media platforms (websites etc.)
2. Advertisement of Court Notices shall be inserted in three (03) newspapers.
3. Advertisements of all Vacancies, admissions, test/interviews, general information for the public, show-cause notices, and land acquisition/ notifications, etc. shall be inserted in two (02) newspapers.

B. ELECTRONIC MEDIA.

4. The DGPR, Balochistan may hire/ enlist an Advertising Agency or Agencies, as the case may be, for Electronic Media Campaigns and production of videos/ documentations. It shall be done after publication of necessary pre-qualification notice in the newspapers for evaluation purposes of Advertising Agencies.
5. Any advertisement/ Television Commercials (TVCs)/ documentary/ telefilms/ moving slides shall be issued to the TV channels/ cinemas etc. by DGPR, Balochistan through its hired Advertising Agency.

C. DIGITAL MEDIA POLICY.

6. DGPR, Balochistan may hire/enlist Advertising Agencies, after publication of necessary pre-qualification notice in the newspapers, (The initial term shall be for a period of two (2) years and may be extended for a further period of one (1) year, subject to approval by the competent authority. Services of the advertising agency may be delisted by the DGPR upon fifteen (15) days' prior notice without assigning any reason.) for preparation and dissemination of advertisements and campaigns through digital publishers, influencer (s)/content creator (s) & Social Media or by the Creative Committee of the DGPR Balochistan. To get better access to general public and desired results of the government advertisements and campaigns; only those social media platforms (X, Facebook, Instagram (Meta), You Tube, TikTok, Snack-Video or any other platform), news websites, online platforms, influencers/content creators, eCommerce platforms, and OTT services or platforms will be entitled for government advertisements/campaigns keeping in view:
- i. The Digital platforms should be operational & must be accessible in Pakistan without VPN and be integrated with Google Analytics.
 - ii. Any digital platform/influencer shall be blacklisted if found guilty of falsifying traffic or follower data (via bots/fake engagement), manipulating Google Analytics and failure to comply with Government regulatory standards etc.
 - iii. DGPR shall maintain a Digital Media list (DML) including; but not limited to the following; (a) Digital Publishers (b) Influencers/Content Creators (c) Social Media Platforms (d) OTT, e-Commerce and other platforms.

- iv. Digital Publishers shall be categorized on the following scale:

Category	Monthly Traffic
A	2M+
B	1,000,000-2,000,000
C	500,000-1,000,000
D	200,000-450,000
E	50,000-150,000

- v. Influencers/Social Media Platforms shall be categorized on the following scale:

Category	Follower/Subscriber
Platinum	1.0M & above
Diamond	200K to 999K
Gold	50K to 199.999K
Silver	5K to 49.999K

- vi. DGPR, Balochistan may assign digital campaigns either through its Creative Committee or via empaneled/hired advertising agency/ agencies, as the case may be.

Any newspaper, periodical, TV channel, digital platform, influencer or media agency pressurizing or coercing the officers/ officials of DGPR or the sponsoring ministries/government departments/ attached departments/autonomous and semi-autonomous corporations/authorities and statutory bodies etc. shall be liable to punitive action including temporary suspension of advertisements by DGPR Balochistan initially for a period of two months (extendable for further two months) or request the removal from Central Media List & Digital Media List (CML & DML) etc.

8. SOPs

The Director General Public Relations Balochistan, shall prepare & issue the necessary SOPs for the effective implementation of this policy with the approval of the Secretary Information.

9. AUTHORITY

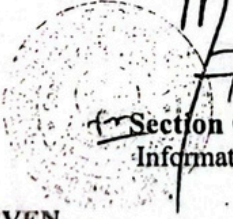
The authority of making any subsequent change in the Balochistan Policy, 2026 will rest with the Chief Minister Balochistan.

(MIRAN KHAN)

Secretary Information Department
Government of Balochistan

NO.SO (INF: I)/4-5(4)/2026/ 569-75, Dated Quetta, the 16th June, 2026

A copy is forwarded to the Chief Controller, Government Printing Press Balochistan, Quetta for publication in Extra-ordinary issue of Gazette of Balochistan. Before final printing, a copy thereof be sent to this Secretariat for proof reading. Fifty copies of the Advertisement Policy, 2026 may please be supplied to this Department for record.


Section Officer (Info: I)
Information Department
16/06/2026

NO. EVEN. DATED. EVEN.

Copy forwarded to:

1. The Principal Secretary to Chief Minister Balochistan, Quetta.
2. The Secretary, S&GAD, Government of Balochistan, Quetta.
3. The Secretary, Law Department, Government of Balochistan, Quetta.
4. The Secretary, Finance Department, Government of Balochistan, Quetta.
5. The Additional Secretary (Staff) to Chief Secretary, Balochistan, Quetta.
- ✓ 6. The Director General, Public Relations, Balochistan, Quetta.
7. The P.S to Secretary, Information Department.
8. Master File.


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