

No. F. 65(166)-ICAT/93/Advt
GOVERNMENT OF TRIPURA
INFORMATION, CULTURAL AFFAIRS & TOURISM
DEPARTMENT

Dated Agartala January 20, 2009

NOTIFICATION

Subject:- Advertisement guidelines of the Government of Tripura.

The existing Advertisement Policy made by the State Government on 23-10-1998 had several amendments. It requires further changes to keep pace with the changing needs. Press owners also demanding further changes. Considering all aspects State Government has been pleased to constitute a Committee to suggest changes in the Advertisement Policy. The Committee accordingly submitted a report to the State Government.

Now, therefore, the Governor is pleased to revise the existing Advertisement Policy and to issue the new Advertisement Guidelines as follows superseding the all notifications/memorandum issued in this regard:-

1) Short title and commencement:-

- i) These guidelines may be called the **Tripura Advertisement Guidelines, 2009.**
- ii) They shall come into force with effect from **1st January, 2009.**

2) All classified and display advertisements of the Government of Tripura (excluding semi Govt./Local bodies/Corporations) will be issued by the Director of Information, Cultural Affairs & Tourism, Government of Tripura, Agartala only to the newspapers /magazines /periodicals enlisted with the Directorate of Information Cultural Affairs & Tourism, Government of Tripura.

3) The primary objects of Government advertisements is to secure the widest possible coverage of the content of the advertisement. Government of Tripura reserves the absolute right to select the medium of vehicle for publication of its advertisement in more transparent and effective manners.