

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:97  
ANSWERED ON:22.11.2011  
ISSUING OF ADVERTISEMENTS BY DAVP  
Agarwal Shri Jai Prakash

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) the number of advertisements issued alongwith the expenditure incurred by the Directorate of Advertising and Visual Publicity (DAVP) during each of the last three years and the current year, media/agency-wise;
- (b) the details of guidelines/norms fixed for releasing advertisements in media; and
- (c) the date on which the latest modification/amendments have been made in the said guidelines/norms?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI C.M.JATUA.)

- (a) the number of advertisements issued along with the expenditure incurred by the Directorate of Advertising and Visual Publicity (DAVP) during each of the last three years and the current year are as follows:

Year	Print Media	Audio Visual Media
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Year	Expenditure (Rs.in crore)	No. of Advertisements (Rs.in crore)	Expenditure (Rs.in crore)	No. of Advertisements
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2008-09	276.39	16,539	190.77	196
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2009-10	304.80	15,395	229.35	329
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2010-11	356.64	21,247	216.03	572
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2011-12	188.33	10,777	55.50	249
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(As on 17/11/11)

- (b) The policies for Print Media Advertisements and Electronic Media Advertisements are available on the website of Ministry of I&B, i.e. [www.mib.nic.in](http://www.mib.nic.in). The same are enclosed as Annexure-I and Annexure -II respectively.

- (c) The Print Media Advertisement Policy was last amended on 2nd October 2007. The Electronic Media Advertisement policy was last amended on 19th September,2008.