

Government of India
Ministry of Communications & I T
Department of Posts
Business Development & Marketing Directorate
5th Floor, Dak Bhavan
New Delhi-110 116

Dated: 20th September, 2011

OFFICE MEMORANDUM

Subject: Printing of advertisements on postal stationeries under Media Post service.

This is regarding advertisements printed on various items of postal stationeries under Media Post Service of the Department of Posts.

2. As per the existing instructions of Media Post service on the subject, space on various items of postal stationeries was reserved as per the following for obtaining advertisements from clients to generate revenue for the Department of Posts:-

Item of postal stationery	Size of advertisement space
Post Card	3 cm x 2.25 cm
Inland Letter Card	9 cm x 2.25 cm
Large Envelope (22 cms x 11 cms.)	9 cm x 2.25 cm
	9 cm x 4.5 cm
Aerogramme	5.5 cm x 4.25 cm
Meghdoot Post Card	9 cm x 6.5 cm

3. As exact location of the advertisement on various items of postal stationery was not standardized and notified, there was no uniformity in the placement of advertisements on items of postal stationeries. References were also received from some Circles wherein it was pointed out that there was no space available for writing sender's address on left hand side of the large envelopes due to advertisement printed in that area.

4. In order to standardize the location of the advertisements to be printed on various items of postal stationery and to bring in uniformity in the output of India Security Press, Nasik as well as Security Printing Press, Hyderabad, it has now been decided that the advertisements procured by the Department will henceforth be printed on the items of postal stationeries at the locations specified as under. The size of advertisement space on the items of postal stationery has also been rationalized :-

Item of postal stationery	Size of advertisement space	Location of advertisement on the item of postal stationery
Post Card	3 cm x 2.2 cm	<ul style="list-style-type: none"> • On the address side of the Card • 7cm from left i.e. 0.5 cm away from the vertical printed line • 4 cm from right • 0.5 cm from top
Inland Letter Card (ILC)	9 cm x 2.5 cm	<ul style="list-style-type: none"> • On the middle panel of the three panel ILC • 3 cm from left • 3 cm from right • 5 cm from the 'second fold' dotted line on top of the middle panel

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From Pre-Page

Large Envelope	9 cm x 2.5 cm	<ul style="list-style-type: none">• 0.5 cm from left• 12.5 cm from right• 0.5 cm from top
Large Envelope	9 cm x 4.5 cm	Discontinued
Aerogramme	4 cm x 5.5 cm	<ul style="list-style-type: none">• On the middle panel of the Aerogramme• 2.5 cm from the left.• 12 cm from the right• 1.5 cm from the 'second fold' dotted line on the top of middle panel

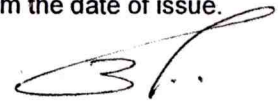
5. Advertisements on Meghdoot Postcards, Money Order Forms and Post Office Saving Pass Books etc would continue to be carried as per the existing instructions on the subject.

6 There are no other changes in the orders on this subject issued by BD & M Directorate from time to time including on the issues related to rates for advertisement, minimum order quantity, discount structure, commission structure etc.

7 The procedure for procurement and printing of advertisements under Media Post service on postal stationery was reviewed and revised vide BD & M Directorate OM. No. 7-1/10/2008-09/BD&MD dated 24 July, 2009 wherein it was decided that Philately Division would circulate the annual requirement of various items of postal stationeries (Circle wise) in the beginning of the the financial year after following the due procedure prescribed therein to all the Circles as well as Security Printing Presses. Circles would thereafter, obtain advertisements for the quantity of postal stationeries which they have been allowed to get printed during the current financial year by Philately Division.

8. Accordingly for the year 2011-12, Philately Division vide its communication no. 19-01/2011-Phil dated 29.06.2011 has circulated the annual forecast of postal stationeries to be procured by various Circles during the current financial year. All Circles would take follow up action to procure advertisements for printing on various items of postal stationeries accordingly.

9 This issues with the approval of competent authority and takes effect from the date of issue.



(Umesh Verma)


ADDL. GENERAL MANAGER (BP)

To,

All Heads of Circles /Addl DG APS
All Postmasters General
All PMG (BD)
General Manager, India Security Press, Nashik
General Manager, Security Printing Press, Hyderabad
All Superintendent, CSDs

Copy to:

1. PS to Secretary(P)
2. PS to Members of the Postal Services Board
3. JS&FA
4. CGM (BD&MD) / CGM PLI / CGM (MB)
5. All DDsG / OSD CPET/Secretary PSB
6. All GMs/Directors Postal Accounts in the Circles
7. Director PSCI Ghaziabad
8. All Directors PTC
9. All Officers in BD&MD
10. Guard File
11. Office Copy



(Umesh Verma)

ADDL. GENERAL MANAGER (BP)