



NO.E&A(HEALTH)2-123/2012 (P-I)  
**GOVERNMENT OF THE PUNJAB**  
**SPECIALIZED HEALTHCARE &**  
**MEDICAL EDUCATION DEPARTMENT**

Dated Lahore, the 20<sup>th</sup> February, 2025

To

1. Vice Chancellor, Faisalabad Medical University, Faisalabad
2. Vice Chancellor, Fatima Jinnah Medical University, Lahore
3. Vice Chancellor, King Edward Medical University, Lahore
4. Vice Chancellor, Children's Hospital, the University of Child Health Sciences, Lahore
5. Vice Chancellor, University of Health Sciences, Lahore
6. Vice Chancellor, Nishtar Medical University, Multan
7. Vice Chancellor, Rawalpindi Medical University, Rawalpindi
8. Principal, Quaid-e-Azam Medical College, Bahawalpur
9. Principal, Sheikh Zayed Medical College, Rahim Yar Khan
10. Principal, D.G Khan Medical Dera Ghazi Khan
11. Principal, Gujranwala Medical College, Gujranwala
12. Principal, Khawaja Muhammad Safdar Medical College, Sialkot
13. Principal, Nawaz Sharif Medical College, Gujrat
14. Principal, Allama Iqbal Medical College, Lahore
15. Principal, Postgraduate Medical Institute / Ameer-ud-Din Medical College, Lahore
16. Principal, College of Ophthalmology and Allied Vision Sciences, Lahore
17. Principal, De-Montmorency College of Dentistry, Lahore
18. Principal, Services Institute of Medical Sciences, Lahore
19. Principal, Nishtar Medical College, Multan
20. Principal, Nishtar Institute of Dentistry, Dental College, Multan Sadar, Multan
21. Principal, Sahiwal Medical College, Sahiwal
22. Principal, Sargodha Medical College, Sargodha
23. Principal, Punjab Medical College, Faisalabad
24. Principal, Rawalpindi Medical College, Rawalpindi
25. Medical Superintendent, Bahawal Victoria Hospital, Bahawalpur
26. Medical Superintendent, Jubilee Female Hospital, attached Quaid-e-Azam Medical College, Bahawalpur
27. Medical Superintendent, Nawab Sir Sadiq Muhammad Khan Abbasi Hospital, Bahawalpur,
28. Medical Superintendent, Pervaiz Elahi Institute of Cardiology, Bahawalpur
29. Medical Superintendent, Sheikh Zayed Hospital, Rahim Yar Khan
30. Medical Superintendent, Sardar Fateh Muhammad Khan Buzdar, Institute of Cardiology, Dera Ghazi Khan
31. Medical Superintendent, Allama Iqbal Teaching Hospital, D.G Khan
32. Medical Superintendent, Allied Hospital, Faisalabad City, Faisalabad
33. Medical Superintendent, Children's Hospital, Faisalabad
34. Medical Superintendent, Dental Section, PMC and Allied Hospital, Faisalabad
35. Medical Superintendent, Allied Hospital-II, Faisalabad
36. Medical Superintendent, Faisalabad Institute of Cardiology, Faisalabad
37. Medical Superintendent, Faisalabad Teaching Hospital, Faisalabad
38. Medical Superintendent, Allama Iqbal Memorial Hospital, Sialkot
39. Medical Superintendent, Ch. Pervaiz Elahi Institute of Cardiology, Wazirabad
40. Medical Superintendent, Gujranwala Teaching Hospital, Gujranwala

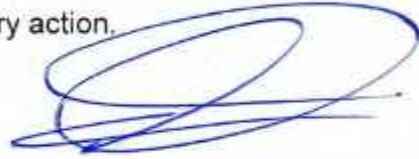
41. Medical Superintendent, Govt. Sardar Begum Teaching Hospital, Sialkot
42. Medical Superintendent, Provision of Missing Specialties for up-gradation of DHQ Hospital to Teaching Hospital, Gujranwala.
43. Medical Superintendent, Aziz Bhatti Shaheed Hospital, Gujrat.
44. Medical Superintendent, Govt. Teaching Hospital, Shahdara, Lahore
45. Medical Superintendent, Govt. Kot Khawaja Saeed Teaching Hospital, Lahore
46. Medical Superintendent, Govt. Mozang Teaching Hospital, Lahore
47. Medical Superintendent, Govt. Muhammad Nawaz Sharif Teaching Hospital, Yakki Gate, Lahore
48. Medical Superintendent, Jinnah Burn and Reconstructive Surgery Center, Allama Iqbal Medical College, Lahore
49. Medical Superintendent, Jinnah Hospital, Lahore
50. Medical Superintendent, Lady Aitchison Hospital, Lahore
51. Medical Superintendent, Lady Wallingdon Hospital, Lahore.
52. Medical Superintendent, Lahore General Hospital, Lahore
53. Medical Superintendent, Mayo Hospital, Lahore
54. Medical Superintendent, Govt. Mian Munshi Hospital, DHQ-I, Teaching Hospital, Lahore
55. Medical Superintendent, Punjab Dental Hospital, Lahore
56. Medical Superintendent, Punjab Institute of Cardiology, Lahore
57. Medical Superintendent, Punjab Institute of Neurosciences, Lahore
58. Medical Superintendent, Govt. Said Mitha Hospital, Lahore
59. Medical Superintendent, Services Hospital, Lahore
60. Medical Superintendent, Sir Ganga Ram Hospital, Lahore
61. Medical Superintendent, Ch. Pervaiz Elahi Institute of Cardiology, Multan
62. Medical Superintendent, Nishtar Hospital, Multan
63. Medical Superintendent, Nishtar Institute of Dentistry, Dental Hospital, Multan Sadar, Multan
64. Medical Superintendent, The Children's Hospital & the Institute of Child Health, Multan
65. Medical Superintendent, Cardiac, Center, QAMC, Bahawalpur
66. Medical Superintendent, Benazir Bhutto Hospital, Rawalpindi
67. Medical Superintendent, Rawalpindi Teaching Hospital, Rawalpindi
68. Medical Superintendent, Holy Family Hospital, Rawalpindi
69. Medical Superintendent, Rawalpindi Institute of Cardiology, Rawalpindi
70. Medical Superintendent, Rawalpindi Institute of Urology & Transplantation, Rawalpindi
71. Medical Superintendent, Syed Muhammad Hussain Govt. T.B. Sanatorium Samli, Murree, Rawalpindi
72. Medical Superintendent, Sahiwal Teaching Hospital, Sahiwal
73. Medical Superintendent, Dr. Faisal Masood Teaching Hospital, Sargodha
74. MS, Institute of Ophthalmology & Allied Vision Sciences, Nishtar Multan
75. MS, Gujranwala Medical College Teaching Hospital, Gujranwala
76. Executive Director, Sardar Fateh Muhammad Khan Buzdar Institute of Cardiology, Dera Ghazi Khan
77. Executive Director, Faisalabad Institute of Cardiology, Faisalabad
78. Executive Director, Ch. Pervaiz Elahi Institute of Cardiology, Wazirabad
79. Executive Director, Punjab Institute of Cardiology, Lahore
80. Executive Director, Punjab Institute of Mental Health, Lahore
81. Executive Director, Punjab Institute of Neurosciences, Lahore
82. Executive Director, Ch. Pervaiz Elahi Institute of Cardiology, Multan
83. Executive Director, Pak Italian Burn Centre, Multan



84. Executive Director, Rawalpindi Institute of Cardiology, Rawalpindi
85. Dean, Institute of Public Health, Lahore
86. Dean, The Children's Hospital & the Institute of Child Health, Multan
87. Medical Director, The Children's Hospital & the Institute of Child Health, Lahore.
88. Director, Institute of Blood Transfusion Service Punjab, Lahore
89. Project Director, Punjab Thalassaemia and other Genetic Disorders Prevention and Research Institute attached with FJMU, Lahore
90. Director General, Director General, Nursing Punjab, Lahore
91. The Surgeon Medico Legal, Punjab, Lahore
92. The CEO, Punjab Healthcare Commission, Lahore

Subject:- **NOTIFICATION (AMENDMENTS IN THE PUNJAB GOVERNMENT (REVISED) ADVERTISEMENT POLICY, 2024)**

I am directed to refer to the subject cited and to **enclose** herewith a copy of notification received from Section Officer (P&C), Govt. of the Punjab, Information & Culture regarding "amendments in the Punjab Government (Revised) Advertisement Policy, 2024", for information and further necessary action.

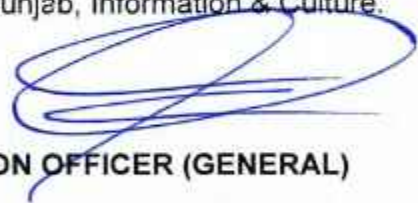


**SECTION OFFICER (GENERAL)**

**NO. & EVEN DATE:**

A copy is forwarded for information and necessary action to the:

- i. Director IT, ICT Cell, SHC & ME Department with the request to upload this directions on the official website of this department.
- ii. Section Officer (P&C), Govt. of the Punjab, Information & Culture.



**SECTION OFFICER (GENERAL)**

**CC:-**

- i. PSO to Secretary SHC & ME Department.
- ii. PSs to all Special Secretaries, SHC & ME Department.
- iii. PAs to all Additional Secretaries, SHC& ME Department.
- iv. PAs to all Deputy Secretaries, SHC& ME Department.



GOVERNMENT OF THE PUNJAB  
INFORMATION & CULTURE DEPARTMENT

Dated Lahore, the 3<sup>rd</sup> February, 2025

58

**Subject: NOTIFICATION**

**No.SO(P&C)5-2/2024:** The Governor of the Punjab is pleased to make the following amendments in Punjab Government (Revised) Advertisement Policy, 2024 notified by this Department vide Notification of even number dated 17.08.2024, and Gazette Notification No.137 of 2024 published in the Punjab Gazette (Extraordinary) at pages 831-849 for all Departments of Government of the Punjab with immediate effect.

**AMENDMENTS**

In the notification dated 17.08.2024 in Punjab Government (Revised) Advertisement Policy, 2024 for all Departments of Government of the Punjab with immediate effect.

- (1) For existing clause 9(b)(i), under the heading "Campaign Advertisings", the following shall be amended.

**"Display Advertisements"**

Institutional and promotional advertisements campaign of all the sponsoring departments for print and electronic media including Radios along with other media platforms will be released through Directorate General of Public Relations and payments shall be made by the DGPR directly to the advertising agencies and the production houses as the case may be.

- (2) For existing clause 9(b)(ii), under the heading "Campaign Advertisings", the following shall be amended.

**"Display Advertisements"**

DGPR will make 85% payments directly to the Media (Newspapers/ Channels) and 15% to the advertising agencies. In case of digital media campaigns, Indoor Display, Outdoor Advertisement, Cable Advertisement and Cinema Advertisement, total payment (100%) will be made by the DGPR to the concerned advertising agency.

SECRETARY  
GOVERNMENT OF THE PUNJAB  
INFORMATION & CULTURE

08236

ADDL. SECRETARY (A)	
Diary No.	
Date	13/02
DS (A)	✓
DS (G)	
DS (P)	
SLO	

**No.& Date Even:-**

A copy is forwarded for information and necessary action to:-

1. The Senior Member Board of Revenue, Punjab, Lahore.

EXA(H)  
14/2/25

N = 509

DS (ADMIN)	
Diary No.	
Dated:	14/2/25
SO (AM-I)	
SO (AM-II)	
SO DENTAL	
SO GENERAL	
ICB CELL	

SECRETARY SHC&ME	
Diary No.	1413
Date:	13/2/25
BS (OFF)	SS (D&R)
ASA	SD
ASE	SP
AST	SP
DS ( )	PO
SLO	PSO

2. The Chairman, Planning and Development Board, Punjab, Lahore.
3. The Additional Chief Secretary, Punjab, Lahore.
4. The Principal Secretary to Chief Minister, Punjab, Lahore.
5. The Secretary/Military Secretary to Governor, Punjab, Lahore.
6. All the Administrative Secretaries, Govt. of the Punjab, Lahore.
7. The Inspector General of Police, Punjab, Lahore.
8. The Chairman, Chief Minister's Inspection Team, Punjab, Lahore.
9. The Secretary, Provincial Assembly, Punjab, Lahore.
10. All the Divisional Commissioners in the Punjab.
11. All the Regional Police Officers, Punjab.
12. All the Deputy Commissioners in the Punjab.
13. All the District Police Officers in the Punjab.
14. The Secretary to Provincial Ombudsman, Punjab, Lahore.
15. The Director General, Public Relations, Punjab, Lahore.
16. Secretary General, All Pakistan Broadcaster's Association (PBA).
17. President, All Pakistan Newspapers Society (APNS)
18. PSO to Chief Secretary, Punjab.
19. PSO to Secretary, Inf. & Cul. Department.
20. PAs to Additional Secretary (Admn./Culture), Information & Culture Department.
21. Office file.

(N) 3/2/25  
SECTION OFFICER (P&C)

(N)