



GOVERNMENT OF PAKISTAN



BENAZIR INCOME SUPPORT PROGRAMME
Celebrating Women Empowerment

EXPRESSION OF INTEREST APPOINTMENT OF ADVERTISING AGENCIES ON BISP PANEL FOR A PERIOD OF TWO YEARS

1. Benazir Income Support Programme (BISP) intends to hold an open competition for **Appointment of Advertising Agencies** on its panel for handling its publicity assignments for a Period of Two Years.
2. All Advertising Agencies enlisted with Press Information Department (PID) and having functional office in Islamabad/Rawalpindi (**excluding those that are currently Suspended or Blacklisted**) are invited to submit their profiles, portfolios, designs, and artwork in both hard copy and soft copy (USB format). The submission should encompass materials for various advertising mediums, including Print (Classified & Display), Electronic (TV & Radio), Social Media, Outdoor Advertising, and Outreach Ideas. The submitted artwork should align with thematic areas related to the mandate and functions of BISP.
3. The Last Date for Submission is **November 14, 2024 untill 1200 Hours**, and the submitted art work of advertising agencies will be opened at 12:30 Hours on the same day in the office of Director MCO Room No. 341.
4. The Appointment/Enlistment of Advertising Agencies will be made in accordance with Guidelines and Procedures for Advertisement Policy 2021, Issued by the Press Information Department (PID).
5. For eligibility criteria and further details, please refer to PID Advertisement Policy 2021 (Guidelines and Procedures), available on the PID website at www.pid.gov.pk.

DIRECTOR (MCO)

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