

**GOVERNMENT OF WEST BENGAL**  
**DEPARTMENT OF INFORMATION & CULTURAL AFFAIRS**  
**"NABANNA"**  
**(9<sup>th</sup> Floor)**

325, Sarat Chatterjee Road, Mandirtala, Shibpur, Howrah-711102

Memo No. 1475/Pr.S/ICA

Date: 31.03.2017

To  
The Additional Chief Secretary/Principal Secretary/Secretary  
..... Department

Sub: Modalities to be followed by all Departments for releasing advertisement  
through Information & Cultural Affairs Department

Ref: No. 1464/Pr. S/ICA/17, Dated-10/03/2017 of Chief Secretary, Govt. of West Bengal

Sir/Madam,

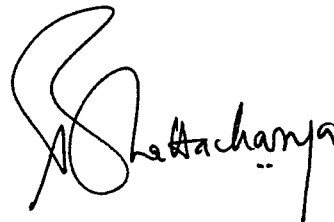
Regarding the Chief Secretary's circular on ad policy, the following procedure may kindly be followed without fail.

1. All approved advertisements, in ready to release format (for both print & electronic media) be mailed to [ica.advt@gmail.com](mailto:ica.advt@gmail.com) at least 3 days prior to the date of release.
2. Display advertisements (with the due approval of CMO, wherever required) should be sent in 300 dpi or higher resolution, either in .pdf or .jpeg format.

Such advertisements must be in multiples of 4 cm in width, and the length may be as per requirement.

3. Tender/Notice advertisements should be sent in abridged form in small font size. Standard size of the same should again be in multiples of 4 cm in width, & will be of minimum length.
4. In case of advertisements in electronic media (TV or radio) all files should be in MP4 format. Files larger than 20 MB to be sent through WE Transfer.
5. The letter from the requiring departments should contain the full postal address and landline no. of the office and contact no. & email id of the co-ordinating officer .

Yours faithfully



(Atri Bhattacharya)  
Principal Secretary