



File no.5(2)2020-21
Prime minister Office
Board of Investment
06th Floor, Kohsar Block (TUV), Pak Secretariat,
Islamabad

EXPRESSION OF INTEREST **APPOINTMENT OF ADVERTISING AGENCIES**

Board of Investment intends to hold an open competition for the appointment of advertising agencies for handling of its Display Advertisements/Publicity Assignments for a period of two years.

All advertising agencies enlisted with the Press Information Department (PID), and who are in Active Taxpayers List of FBR (**excluding suspended/blacklisted advertising agencies**) are requested to submit their profiles, sketches, story boards, preliminary designs and artwork for Print, Electronic, Digital Media, Social Media as well as Outdoor and cinema advertising at 06th Floor, Kohsar Block, Pak Secretariat, Board of Investment, Islamabad. Last date for submissions is **February 10, 2022**.

Selection/Appointment of advertising agencies will be made in accordance with guidelines and procedures of Advertisement Policy 2021, issued by Press Information Department (PID).

For eligibility criteria, and for further details, please refer to PID's Advertisement Policy 2021 available at www.pid.gov.pk.

The advertisement is also available on PPRA website www.ppra.org.pk

Note: The short-listed agencies will be later on call for comprehensive presentation in front of the selection committee.

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