

*PART - III*

**Other notifications orders etc**

GOVERNMENT OF PAKISTAN

MINISTRY OF HEALTH

*Islamabad, the 21<sup>st</sup>, August, 2007*

NOTIFICATION

**F.No 12-2/2002 PT 3) -HE.** In exercise of the powers conferred by section 7 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (LXXIV of 2002), the Committee on Tobacco Advertisement Guidelines notified under SRO 655 (1)/ 2003 in the Gazette of Pakistan dated 3<sup>rd</sup> July 2003 is pleased to notify following Guidelines on the size of advertisements in the print media, magazines, shop fascias, bill boards and use of electronic media for the tobacco and tobacco products advertisements:

- i. Tobacco ads in the press will not be more than one square inch. (effective May 31, 2007)
- ii. Tobacco industry will remove all the contracted tobacco product advertisement boards on the shops by December 31, 2007. The size of the tobacco product advertisement boards on shops by the industry will not be more than one square foot. The industry will supply by December 31, 2007 a list of shops having existing contracted tobacco product advertisement fascias.
- iii. Advertisement of tobacco on electronic media will be allowed only between 3 AM to 4 AM.
- iv. No Incidental advertisement of smoking will be allowed on any media though branding and product placement by the tobacco industry. (This will not

- affect the already laid out guidelines on incidental tobacco advertisements).
- v. No tobacco ads placement shall be made on the front and back pages of any publication, nor on inside front and back covers of magazines.
  - vi. Billboards (except point-of-sale shop fascias) will not be more than 1 sq. meter in size.

The above guidelines will come in force with immediate effect

All previous notifications of the size of the advertisements will be deemed as cancelled.

Restrictions about the Health Warning as notified earlier (SRO 1001(1)2003 dated October 27, 2003 and under other Notifications / Orders vide No. F 13-5/2003 dated October 27, 2003 will remain the same.

August 21, 2007

 Name  
Deputy Secretary (Admin)

**Sher Ayub Khan**  
Deputy Secretary (Admin)  
Ministry of Health  
Government of Pakistan  
Islamabad