



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 in respect of handling its Display & Classified Advertisements/Publicity Assignments for a period of two years.

All advertising agencies enlisted with the Press Information Department (PID), Government of Pakistan, and who are in Active Taxpayers List of FBR (**excluding suspended/blacklisted advertising agencies**) are requested to submit their profiles, and proposals including 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 latest by **October 18, 2024 (before closing of 1400hrs)**.

Selection/Appointment of advertising agencies will be made in accordance with guidelines and procedures of Advertisement Policy 2021, issued by Press Information Department (PID), Government of Pakistan. For eligibility criteria, and for further details, please refer to PID's Advertisement Policy 2021 available at www.pid.gov.pk and for TORs at BOI's website (<https://invest.gov.pk/upcoming-tenders>).

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

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