

to ensure that the maximum reach and impact are achieved in the most cost effective manner;

- (iii) Content of advertisement must enable the recipients of the information to distinguish between facts and analysis and where information is presented as a fact, it should be accurate and verifiable;
- (iv) Pre-existing policies, products, services and initiatives should not be presented as new unless there has been a substantial change or modification of such policies, products or services;
- (v) Content of advertisement should provide information in a manner that accommodates special needs of disadvantaged individuals or groups identified as being within the target audience;
- (vi) Multiple formats may be used to ensure equal access;
- (vii) Every effort shall be made to pre-test the material in case of large scale campaign with target audiences.

**(3) Advertisement materials should be objective and not directed at promoting political interests of ruling party:**

- (i) Display material must be presented in objective language and be free of political argument or partisan standpoint: