

# **ELECTION COMMISSION OF INDIA**

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 491/PN/GJ/2012

Dated :9<sup>th</sup> October, 2012

To

The Chief Electoral Officers of  
Gujarat - Gandhi Nagar  
Himachal Pradesh - Shimla

**Sub : Measures to check 'Paid News' during elections i.e. advertisement in garb of news in Media and related matters - revised guidelines - regarding.**

Sir/Madam,

I am directed to refer to the Commission's letter dated 27th August 2012 and to say that the certification of the advertisements as referred to the Commission's order dated 21<sup>st</sup> November 2008 (copy enclosed), will also include those to be displayed in Cinema Halls, besides, TV Channels/ Cable Networks and Radio including Private FM Channels, as already instructed.

Yours faithfully,

Sd/-

(Rahul Sharma)  
Under Secretary