"SAY NO TO CORRUPTION"
GOVERNMENT OF PAKISTAN
MINISTRY OF COMMUNICATIONS

NATIONAL HIGHWAY AUTHORITY
(PUBLIC RELATIONS SECTION)

EXPRESSION OF INTEREST

APPOINTMENT OF ADVERTISING AGENCIES ON NHA PANEL FOR A PERIOD OF TWO YEARS

1. National Highway Authority (NHA) intends to hold an open competition for **Appointment of Advertising Agencies** on its panel for handling its Publicity Assignments for a Period of Two Years.
2. All Advertising Agencies enlisted with Press Information Department (PID) especially those who are dealing with Government Clients and having functional office in Islamabad (**excluding those that are currently Suspended or Blacklisted**) are invited to submit their Profiles, portfolios, designs, and artwork. The submission should encompass materials for various advertising mediums, including Print (Classified & Display), Electronic (TV & Radio), Social Media, Digital Media, Outdoor Advertising, and Event Management (Ground Breaking and Inauguration Ceremonies, etc.). The submitted artwork should align with the thematic areas related to the mandate and functions of NHA.
3. All Advertising Agencies must submit their Profiles (Hard Copy) in the office of undersigned on or before **October 26, 2026 (Monday) till 1600 Hours**. After scrutiny of profiles, the eligible advertising agencies will be shortlisted. The shortlisted advertising agencies will subsequently be called upon for a comprehensive presentation before the selection committee.
4. The Appointment/Enlistment of Advertising Agencies will be made in accordance with Guidelines and Procedures 2024 for Advertisement Policy 2021 (amended in 2022), issued by the Press Information Department (PID).
5. For eligibility criteria and further details, please refer to PID Guidelines and Procedures 2024 For Advertisement Policy 2021 (as amended in 2022) available on the PID website at **www.pid.gov.pk**.
6. This Advertisement is also available on PPRA website at **www.ppra.org.pk**

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