

## **POLICIES AND GUIDELINES FOR OBITUARIES AND RELATED NOTICES (O&RNS)**

### ➤ **CATEGORIES.**

There are two categories of O&RNs:

**1. Personal O&RNs:** Personal is defined as non-corporate and relates either to the death of an individual or to a religious event organised or attended by persons in their private as opposed to corporate capacity. For acceptable sizes and rates for Personal O&RNs, please view our [tariff](#).

**2. Corporate O&RNs:** These are placed by a corporate entity with a company name and/or logos, and will be charged standard advertising rates; for more information about rates and sizes for Corporate O&RNs, please call 111-444-777.

- If an O&RN carries the name of the deceased with the name of the company in brackets, e.g. “We regret to announce the death of Mr. Saleem (of ABC Co.),” and if such corporate name appears only once in the text, the ad will be not considered as a corporate O&RN, provided the mourner is not a company or identified division or entity within such a company and/or there is no corporate logo. The decision on whether an advertisement is to be considered as a personal or corporate O&RN will be left entirely at the discretion of the management of PHPL and cannot be challenged.
- If an O&RN carries the name of any one mourner with the name of the company in brackets, e.g. “Mourner: Mr. Abid (XYZ Co),” the O&RN will not be considered a corporate obituary notice provided that NO corporate logo or any business entity appears on such an advertisement, or the company name appears only once in the O&RN to identify the deceased or a mourner.
- All O&RNs are accepted subject to the discretion of the Editor, and can only be used for:
  - Obituaries
  - Obituary Acknowledgements
  - Sovems/Oul
  - Urs
  - Dars
  - Gurdwara Pravers

- Chehlums
- Condolences
- Death Anniversaries
- In Memoriam
- Mailis for Isal-e-Sawab
- Religious Ijtima and Mailis
- Mehfil-e-Zikar
- Church Services
- Uthama
- Puia
- Parsi Iashn and Fire Temple
- Kalaash Festival
- Christmas Mass/Easter
- Taraweeh Prayers

➤ **DEADLINES.**

- The deadline for O&RNs to appear is **8:30 pm** on the day preceding publication. Although the utmost effort will be made to ensure the publication on the Metropolitan pages of personal O&RNs received after the 8:30 pm deadline, no guarantee can be given to this effect. In such cases, O&RNs may be placed anywhere in the paper, regardless of position requests, subject to space availability at the relevant page premium. Decisions regarding the placement of O&RNs are entirely left to the discretion of the management of PHPL and may not be challenged.

➤ **GUIDELINES FOR USING PHOTOGRAPHS IN O&RNS.**

Subject to space availability on colour pages and print deadlines, a photograph of the deceased may be printed in colour in the O&RN at no additional cost. This picture may take up no more than 40% of the total space of the ad, and can only contain a picture of the deceased. Free Make Goods (FMGs) will not be entertained for complaints arising due to production issues with colour printing.

➤ **SPECIAL RATES FOR TWO OR THREE O&RNS RELATING TO THE SAME DECEASED.**

Two or three O&RNs relating to the same deceased (e.g. Death Announcement, Janaza and Soyem), of the same size and published within 40 days can benefit from a discount; proof of earlier ads will be required at the time of booking. For details, please view our [tariff](#).