



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref:APNS/2014/34

February 11, 2014

To: **All Member Publications**
All Accredited Advertising Agencies

Sub: **Suspension of Federal Government Advertisements**

Dear Sirs,

Please refer our circular No.APNS/2014/22 dated January 25, 2014 regarding suspension of Federal Govt. advertisements wherein informed you that the Federal Govt have failed to clear the reported dues of our member publications and accredited advertising agencies despite various communication.

As per decision of the Executive Committee meeting held on December 28, 2013 suspended the ads of Pure Government clients of the Federal Govt. from January 27, 2014, release through PID, directly or through any other source. However the ads of Govt. Commercial clients may by accepted with release orders clearly mentioning **Govt. Commercial rates**. Please note that the suspension does not apply on the ads released by ISPR (Air Force/ Navy/ Army).

We have to advise you to strictly adhere the above directives and do not publish advertisement of any pure government client. In case of any violation severe disciplinary action will be taken and no excuse of oversight / late night etc will be accepted. If there is any confusion on the nature of advertisement, please refer the same to the APNS Secretariat for advice and do not publish without approval of the Secretary General or the Executive Director of APNS.

Thanking you,

Yours faithfully,

-s/d-

(Masood Hamid)
Secretary General
APNS

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