



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2014/60

March 19, 2014

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

Sub: Provisional Restoration of Federal Govt. Ads

Dear Sirs,

We are pleased to inform you that the issue of the long outstanding dues against the Federal Government advertisements was discussed in a meeting of the President and the Secretary General, APNS with the Federal Minister for Information, Senator Pervez Rashid and the Secretary Information, Dr. Nazir Saeed.

The meeting discussed and finalized the mechanism of payment and decided that the APNS will withdraw the suspension.

We hereby provisionally withdraw the ban imposed by APNS Circular No.APNS/2014/22 dated January 25, 2014 and request our member publications and advertising agencies to accept / release advertisements of Federal Government as usual. The detail of agreed mechanism will be intimated shortly.

However, the previous suspension of Government clients / advertising agencies on default of payment to the respective agencies / publications would remain suspended e.g. FATA Secretariat, Federal Board of Revenue, Ministry of Education, Ministry of Industries, Ministry of Information and Broadcasting, Ministry of Food and Agriculture, Pakistan Post / Ministry of Postal Services, WAPDA and PEPCO, etc.

If there is any confusion on the nature of advertisement, please refer the same to the APNS website and Secretariat for advice and do not publish without approval of the Secretary General or the Executive Director of APNS.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