All Pakistan Newspapers Society

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Ref:APNS/2026/54 September 3, 2026

To: All Member Publications

Sub : Violation of Govt Policy by Karachi Metropolitan Corporation (KMC)

Dear Sirs,

This refers to a letter dated August 21, 2026 received from Sindh Information Department regarding ads of Karachi Metropolitan Corporation (KMC). In the above letter the SID has stated as under:

1. The KMC is directly placing advertisements in the newspapers without obtaining the mandatory Release Order from Information Department.

2. The Sindh Advertising Policy provides that the direct release of advertisements to the print media constitute misconduct on the part of responsible officer and also contemplates appropriate measure against media outlets publishing govt advertisements without valid release order. Accordingly, acceptance and publication of such advertisements by member publications of APN may contribute to the continuation of such violation.

3. The matter is particularly significant as KMC has outstanding liabilities amounting to Rs. 31,911,194/- payable to various newspapers in respect of advertisement previously released through Information Department. While substantial amounts remain outstanding against KMC towards the newspaper industry, the department is releasing its advertisements directly without routing through SID.

We therefore request our member publications to refrain the accepting ads of KMC without SID number.

Thanking you,

Yours faithfully,

(Muhammad Athar Kazi)
Secretary General, APNS