



All Pakistan Newspapers Society

(Registered Under Societies Registration Act XXI of 1860)

ST-1/E, Block No.16
KDA Scheme No.36
Gulistan-e-Jauhar, Karachi
Ph: 021-34012491-4
Fax: 021-34012495
e-mail: apns@apns.com.pk
website: www.apns.com.pk

Ref: APNS/2012/ 228

December 1, 2012

To: All Member Publications

Sub: No Ad of Political Parties on Govt. Rates

Dear Sirs,

We have noted that some member publications have published an advertisement of Pakistan Peoples Party in the issue of November 30, 2012 released by DGPR, Quetta. The advertisement clearly carries the name of Pakistan Peoples Party with its flag as the releasing advertiser of the advertisement in question.

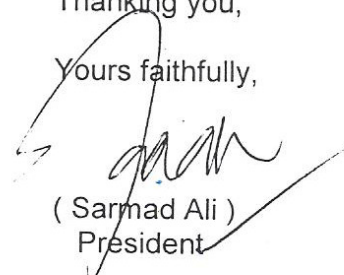
You would appreciate that Pakistan Peoples Party is a private advertiser and its ads should not be accepted on government rates. The DGPR is a government department and it is beyond its jurisdiction and authority to release advertisements of a political party being a private concern. The facility of government rates cannot be provided to a political party or any private advertisers. The funds emanated from public exchequer, cannot be used for promoting and projecting a political party as is evident from the recent order of the Supreme Court. The publication of PPP ads through DGPR may attract action by the Apex Court.

You must be aware that the advertisements of a private concern i.e. a political party can only be released by the listed advertising agency of the advertiser on tariff rates of newspapers. We, therefore, advise you to refrain from this practice and charge tariff rates on the advertisements of Pakistan Peoples Party if published by you on November 30 ignoring the release order issued for government advertisement rates.

Please also note that as per APNS rules, PPP is listed client of M/s. Midas (Pvt.) Ltd. and its ads through any other source is a violation of APNS rules.

Thanking you,

Yours faithfully,


(Sarmad Ali)
President