



# All Pakistan Newspapers Society

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**To All Members Publication  
All Accredited Advertising Agency**

**SUBJECT: UPDATED AMENDMENT IN ADVERTISING RULES AS ADVISED BY  
COMPETITION COMMISSION OF PAKISTAN**

Dear Sir,

We have to inform you that the Competition Commission of Pakistan has advised the APNS to submit the revised / amended updated Rules and Regulations for Advertising in APNS Member Publications.

Ms. Shaista Bano, APNS consultant on CCP matters have held a meeting with the Director General Exemption CCP, Mr. Noman Laiq at the office of Competition Commission of Pakistan wherein we were apprised of the observations of the Competition Commission of Pakistan on the clauses which still not fully comply with the provisions of the Competition Act. 2010.

In light of the above discussion, necessary amendments has been made in the advertising rules which are hereby circulated to the Executive Committee.

The Executive Committee has unanimously approved the necessary amendments in the existing clauses as required by the Competition Commission. We enclose herewith the new / amended "Rules and Regulations for Advertising in APNS member publications" and request you to kindly adhere and implement the Rules with immediate effect.

Thanking you,  
Yours faithfully,

(Senator Sarmad Ali)  
President

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