



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref:APNS/2025/31

February 25, 2025

To: All Member Publications

Sub: **Release of Advertisement of PSO through PID**

Dear Sirs,

The Executive Committee at its meeting held on February 22, 2025 has reported that the advertisements of M/s. Pakistan State Oil (PSO) is being released through accredited agencies without media approval by the PID. Such advertisements do not bear PID number which indicates that the media has not been routed through the PID.

You would appreciate that the allocation of quota be ensured by the PID through additions. The direct releases, by passing the PID are intended to deprive the Regional, Small & Medium Sized publications of their due share through additions by the PID. Hence, the placement of advertisement in newspapers without authentication by the PID is violation of government advertising policy as well as the APNS rules.

The Executive Committee has therefore decided to advise member publications / advertising agencies not to accept / release the ads of PSO without PID number, printed on the artpul / design of the ad. However, if a govt. client or its agency releases the ads without PID number, the punitive action will be taken against violating agency and newspaper.

Thanking you,

Yours faithfully,

(Sarmad Ali)
Secretary General
APNS

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