



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
Tel: 34012491-4, Fax: 34012495, email: apns@apns.com.pk, web:www.apns.com.pk

Ref: APNS/2018/32

March 30, 2018

To: All Member Publications

Dear Sirs,

We are pleased to inform you that the PID has agreed to APNS demand that to ensure transparency in the distribution of Federal Government advertisements, the ad distribution plan will be uploaded on PID's website on daily basis. We reproduce hereunder the Notification issued by the Secretary Information :

“Sub: TRANSPARENCY IN ADVERTISEMENTS”

*In order to ensure transparency in the distribution of advertisements by the Press Information Department (PID), it is desired that the distribution plan of advertisements for both print and electronic media may please be uploaded on the PID's website on DAILY BASIS.*

2. *This is for strict compliance, please.*

( *Sardar Ahmad Nawaz Sukhera* )  
Secretary

Mr. Muhammad Saleem, PIO, PID, Islamabad  
I&B Division's U.O.4(1)/2018-DSO (Advt), dated March 26, 2018”

Thanking you,

Yours faithfully,

( Sarmad Ali )  
President

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