



All Pakistan Newspapers Society

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Ref:APNS/2013/121

June 04, 2013

**To: All Member Publications
All Accredited Advertising Agencies**

Sub: Restoration of Federal Govt. Ads

Dear Sirs,

The APNS as a gesture to welcome the government of Mian Nawaz Sharif has decided to withdraw the suspension of government advertising imposed vide Circulars No.APNS/2013/115 dated May 23, 2013 and No.APNS/2013/117 dated May 25, 2013 during the caretaker regime to press for payment of long pending dues of about Rs.160 crores for the period of 2008-2012. The APNS hopes that the new government will reciprocate positively to resolve the long pending issues of the newspaper industry which is facing financial crunch due to non-payment of dues against Federal Government advertising. The APNS requests the Federal Government to hold an early meeting with the APNS soon after assuming the office.

The Secretary General, APNS has requested All Member publications to accept the advertisements released by the Federal Government ministries / departments, autonomous and semi-autonomous bodies as usual. However, the previous suspension of Government clients / advertising agencies on default of payment to the respective agencies / publications would continue till further communication.

Thanking you,

Yours faithfully,

-s/d-

(Masood Hamid)
Secretary General
APNS

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