



# All Pakistan Newspapers Society

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October 06, 2024

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

**SUBJECT: AMENDMENT IN ADVERTISING RULES IN COMPLIANCE OF ORDER OF  
COMPETITION COMMISSION OF PAKISTAN.**

Dear Sir,

We have to inform you that the Competition Commission of Pakistan vide its letter No.61/ETPB/C&TA/CCP/2016 dated September 04, 2024 advised the APNS to submit the revised compliance report.

The Secretary General of the APNS held a meeting with the Director General Exemption CCP, Mr. Noman Laiq on September 13, 2024 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,

(Sarmad Ali)  
Secretary General

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