



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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APNS/2023/105

October 21, 2023

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

**Sub: Political Advertisements**

Dear Sirs,

We have to inform you that in view of the next election, the political parties have started political advertisements and campaigns. We have therefore decided that as per past practice, all the political advertisements and election campaigns would be accepted by member publications on Release Orders of accredited agencies accompanied by current dated cheques. However, in case of ads released by non accredited agencies or released directly by political parties or candidates, the ads will be accepted on **CASH** only.

All accredited advertising agencies and member publications are hereby requested to abide by the above decision. Please note that no complaint of dues relating to political advertising will be entertained by APNS

Thanking you,

Yours faithfully,

(Sarmad Ali)  
Secretary General

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