



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2025/53

April 25, 2025

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

**Sub: Suspension of Advertisements of
Pakistan Red Crescent Society**

Dear Sirs,

We have to inform you that Pakistan Red Crescent Society have failed to clear the outstanding dues of M/s. Smart Ways Communications, despite various communications. We have therefore, decided to suspend the advertisements of the above clients with immediate effect.

Member publications are hereby advised not to accept any advertisement of M/s. Pakistan Red Crescent Society through any source till further communication by the APNS.

Thanking you,

Yours faithfully,

(Muhammad Athar Kazi)
Secretary General
APNS

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