



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/2013/ 117

May 25, 2013

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

Sub: Ads of Educational Institutions and Govt Commercial Rates Clients

Dear Sirs,

Please refer our circular No.APNS/2013/115 dated May 23, 2013 regarding suspension of ads of Federal Govt Clients wherein we advised you not to publish the ads of Federal Govt clients.

We have to clarify that the suspension is applicable on pure govt rate clients only, the suspension does not apply on Govt Commercial clients. Please note that Educational Institutions are also exempted from the ban.

We hereby advise all member publications/advertising agencies to accept/release the ads of Govt Commercial clients and all Educational Institutions as usual.

Thanking you,

Yours faithfully,

-s/d-

(Masood Hamid)
Secretary General
APNS

ال پاکستان نیوز پیپرز سوسائٹی