



# 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/2013/223

October 14, 2013

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

**Sub: Deletion of Clients of M/s. Maxim Advertising Co.**

Dear Sirs,

Please refer our Circular No.APNS/2011/36-A dated July 18, 2011 wherein the agencies were advised to get the appointment of their provincial government clients authenticated by Sindh Information before July 31, 2011, failing which the clients will be delisted and no claim of agency commission will be entertained after the expiry of the deadline.

We have to inform you that the APNS Arbitration Committee at its meeting held on October 01, 2013 observed that M/s. Maxim Advertising Co. has failed to provide the authenticated appointment letters of their provincial government clients. The Arbitration Committee therefore, decided to delist the following government clients of M/s. Maxim Advertising Co. :

1. M/s. Excise & Taxation Department, Sindh
2. M/s. Health Department, Govt. of Sindh
3. M/s. Agriculture Department, Govt. of Sindh

Member publications are hereby advised to delete the names of above clients from the list of M/s. Maxim Advertising Co. (Pvt.) Ltd.

Thanking you,

Yours faithfully,

-s/d-

( Masood Hamid )  
Secretary General  
APNS

ال پاکستان نیوز پیپرز سوسائٹی