



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2014/22

January 25, 2014

To: All Member Publications
All Accredited Advertising Agencies

Sub: Suspension of Federal Government Advertisements.

Dear Sirs,

We have to inform you that the Federal Government has failed to clear the reported dues of our member publications / advertising agencies despite various communication, and assurances. The APNS and PBA released a joint advertising campaign to press upon the government for payment. On 10th January, the Federal Information Minister assured the APNS-PBA delegation to pay a part of the dues within 10 working days, which was confirmed by written undertaking of the PIO. The APNS therefore, stopped the ad campaign and decision to suspend Federal Government ads was deferred till the appointed date. However, 15 days have lapsed and no payment appears to be forthcoming.

The APNS as per decision of the Executive Committee meeting held on December 28, 2013 has suspended all ads of Pure Government clients of the Federal Government paid through the AGPR with effect from Monday, January 27, 2014, released through PID, directly or any other source. However the ads of Government Commercial clients may be accepted with release orders clearly mentioning Government Commercial rates. Please note that the suspension does not apply on ads released by ISPR and/or Provincial Governments.

We have to advise you to strictly adhere the above directives and do not publish any pure government ad in your issues of Monday, January 27, 2014 and onwards. In case of any violation severe disciplinary action will be taken and no excuse of oversight / late launch etc will be accepted. If there is any confusion on the nature of advertisement, please refer the same to the APNS Secretariat for advice and do not publish without approval of the Secretary General or the Executive Director of APNS.

Thanking you,

Yours faithfully,

(Masood Hamid)
Secretary General

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