



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref:APNS/2013/247

November 26, 2013

To: All Member Publications

Sub: Ads for Notices referred to Websites

Dear Sirs,

Please refer our circular No.APNS/2013/200 dated September 24, 2013 wherein we advised you not to publish any advertisement containing the advice to refer to the website for details.

We have noted that the National Accountability Bureau has directed all Ministries, Divisions / Departments to issue few liner advertisements covering the demand/overall requirement with the note to visit the Department/PPRA/Ministry/Division website for further detail. This directive intends to deprive the public from their "Right to know" as well as curtail the quantum of ads in the print media.

Member publications are once again advised to strictly follow the APNS circular dated September 24, 2013 and not to publish any advertisement which does not give the information / material of a notice (tenders, bids, pre-qualification / pre procurement process, job opportunities / recruitment, auctions etc) but direct to visit the website of the issuing authority for details of the notice.

We have to inform you that if the material is contained in the advertisement issued to newspaper and the same is also available on the website such ads may be published. However, in case of any confusion, the members may contact the APNS Secretariat for advice.

Thanking you,

Yours faithfully,

-s/d-

(Masood Hamid)
Secretary General
APNS

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