



# 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/2015/91

June 4, 2015

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

**Sub: Electricity Conservation Ads.**

Dear Sirs,

Please refer our Circular No.APNS/2015/61 dated April 25, 2015 regarding Electricity Conservation Ads wherein you were advised not to accept the ads relating to allocation i.e. Energy Conservation Ads including the Save Electricity Campaign, Power Theft and New Government Initiatives in Power Sector through Ministry of Water & Power or any other sources.

We have noted that some member publications are publishing the ads of Save Electricity with the logo and name of Government of Pakistan without mentioning the name of any department or Ministry.

Member publications are hereby advised not to publish the advertisements relating to the Energy Conservation including Save Electricity Campaign, Power Theft and New Government Initiatives in Power Sectors through sources other than M/s. Midas (Pvt.) Ltd.

Thanking you,

Yours faithfully,

-s/d-

( Mahmood Ahmed )  
Co-ordination Officer  
APNS

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