



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/2016/45

April 07, 2016

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

Sub: Ads of M/s. Dynasel (Pvt.) Ltd. (Nobel TV) and M/s. TCL Pakistan (Pvt.) Ltd.

Dear Sirs,

We have been approached by M/s. Midas (Pvt.) Ltd. that the above clients have not cleared their outstanding dues and now trying to release their ads directly in member publications. The agency has requested that no ads of above clients be accepted / released without NOC of M/s. Midas (Pvt.) Ltd.

We have to inform you that the above clients are listed under M/s. Midas (Pvt.) Ltd. You would appreciate that the publications / releasing of ads of a listed clients of an accredited agency through any other sources / arrangements, is a violation of APNS rules.

Member publications and accredited advertising agencies are hereby advised not accept / release the ads of the above clients through sources other than M/s. Midas (Pvt.) Ltd., else, punitive action will be taken against violating member publications / advertising agencies.

Thanking you,

Yours faithfully,

(Umer Mujib Shami)
Secretary General
APNS

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