



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/2017/29

March 8, 2017

To: **All Member Publications**

Sub: **No Ads of Pakistan Post through Ministry of Communication**

Dear Sirs,

We invite your attention to our Circular No.APNS/2015/41 dated March 28, 2015 wherein we have suspended the ads of Pakistan Post and advised all member publications not to publish any ad of Pakistan Post released through any source.

We have noted with concern that to negate the suspension, the suspended department Pakistan Post has released its ads in the name of Ministry of Communication with clear and prominent name of Pakistan Post Office Department (PPOD), address and telephone numbers. It is surprising that some member publications have published these ads in violation of APNS instructions. The APNS is initiating penal action against the violating publications.

We hereby request all member publications to refrain from accepting ads of Pakistan Post released directly or through Ministry of Communication, failing which, action as per rules will be taken. Please advise the concerned department at your office to ensure strict compliance.

Thanking you,

Yours faithfully,

(Umer Mujib Shami)
Secretary General
APNS

ال پاکستان نیوز پیپرز سوسائٹی