



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi

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Ref:APNS/2015/137

September 08, 2015

To: All Members Publications Based in KPK

Sub: Release of Government Advertisements without routing through PID.

Dear Sirs,

Please refer our Circular No.APNS/2015/05 dated January 15, 2015 regarding release of government advertisements without routing through PID wherein we informed you that the advertisements of various government clients are being released through accredited agencies without media approval by the PID. Such advertisements / supplements do not bear PID number which indicates that the media has not been routed through the PID.

Mr. Abdul Majeed Niazi, DGPR, KPK has approached us that APNS member publications have been publishing advertisements of Federal Departments without PID numbers, which is violation of relevant rules and the charter of APNS also.

All member publications based in KPK are hereby again advised not to accept government ads without PID number, printed on the artpul / design of the ad. However, if a government client or its agency releases the ads without PID number, they should charge such advertisements on their tariff rates and send a copy of their bills to APNS Secretariat in proof of their compliance.

Thanking you,

Yours faithfully,

(Sarmad Ali)
Secretary General

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