



# 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/2012/210

November 8, 2012

To: **All Member Publications**

Sub: **Release of NADRA Campaign for Smart National Identity Card**

Dear Sirs,

We have been approached by M/s. National Database and Registration Authority that their campaign of Smart National Identity Card may kindly be accepted for publication in the APNS member publications on pure government rates without any involvement of PID.

We agree with their contention as the recent circular of PID directing the clients to route their advertisements through PID without mentioning the name of newspapers, does not fulfill advertisement requirements of many public sector advertisers.

We have allowed NADRA to release their advertisements in APNS member publications through the accredited advertising agencies listed on their panel.

Thanking you,

Yours faithfully,

-s/d-

( Dr. Tanvir A. Tahir )  
Executive Director  
APNS

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