



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/2019/79

July 9, 2019

**To: All Members Publications.
All Accredited Advertising Agencies.**

**Sub: Rates Applicable on the Ads of
M/s. Pakistan Credit Guarantee Company (PCGC)**

Dear Sirs,

We are in receipt of a letter No.PCGC/APNS/2019-0004 dated July 05, 2019 from Pakistan Credit Guarantee Company wherein it has been maintained that the PCGC is a pure government organization and requested to charge pure government rate on their advertisements.

We have examined the documents provided with the request and agree with the contention of the PCGC and request you to include the above client in List A i.e. pure government rate with immediate effect.

Thanking you,

Yours faithfully,

(Sarmad Ali)
Secretary General
APNS

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