



All Pakistan Newspapers Society

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Ref: APNS/2012/08

January 13, 2012

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

Sub: Restoration of Federal Govt. Advertisements.

Dear Sirs,

Please refer our Circulars No.APNS/2011/250 dated December 22, 2011 and No.APNS/2011/261 dated December 31, 2011 wherein the advertisements of Federal Government were suspended.

We have to inform you that the Prime Minister has very kindly approved the payment of outstanding dues to the advertising agencies on account of Federal Government advertisements.

The Prime Minister, on the request of the APNS, has also approved 40% increase in the pure government rates for advertisements with immediate effect.

In view of the above, we hereby restore the advertisements of Federal Government with immediate effect. Member publications are hereby advised to accept the ads of Federal Government as usual.

Thanking you.

Yours faithfully,

-s/d-

(**Sarmad Ali**)
Secretary General

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