



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref:APNS/2012/166

August 13, 2012

To: **ALL MEMBER PUBLICATIONS**
ALL ACCREDITED ADVERTISING AGENCIES

Sub: **Restoration of Business of M/s. Pakistan Electronic Media Regulatory Authority (PEMRA)**

Dear Sirs,

This refers our circular No.APNS/2012/149 dated July 18, 2012 regarding suspension of Advertisement of Pakistan Electronic Media Regulatory Authority (PEMRA) due to non-provision of bifurcation of account among advertising agencies on their panel.

We have to inform you that the above client has now provided the bifurcation of account. We have therefore, decided to restore the advertising of PEMRA in our member publications.

Member publications are hereby advised to accept their ads as per following bifurcation:

M/s. Kenad (Pvt) Ltd for Tender & Public Notices
Midas Communications (Pvt) Ltd for ads other than Tender & Public Notices

Thanking you

Yours faithfully,

-s/d-

(Dr. Tanvir A. Tahir)
Executive Director
APNS

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