



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/2015/04

January 15, 2015

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

Sub: Advertisements through ISPR

Dear Sirs,

We have noted that the ISPR is releasing advertisements of some clients as a releasing agency / authority which is a violation of APNS rules. We believe that this may cause damage to both publishers and advertising agencies.

We have to inform you that the domain of advertising released by ISPR is limited to advertising of the three armed forces of Pakistan (Pakistan Army, Pakistan Navy and Pakistan Air Force) and that advertising of loosely affiliated institutions, including commercial ventures, does not fall within ISPR's purview.

You would agree that as ISPR ads are charged on Government rates, this may start a practice whereby loosely affiliated organizations of the armed forces currently charged as per other rate structures, may attempt to release their advertising through ISPR to take advantage of lower Government Rate. This practice will also hurt advertising agencies, as this practice deprive them of their legitimate business.

We, therefore, request you not to accept / release ads of any client released by ISPR for other than three armed forces of Pakistan (Army, Navy and Air Force).

Thanking you,

Yours faithfully,

-s/d-

(Dr. Tanvir A. Tahir)

Executive Director

APNS

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