



# 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/2015/05

January 15, 2015

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

**Sub: Release of Government Advertisements without routing through PID.**

Dear Sirs,

We have been approached by the Press Information Department, Govt. of Pakistan vide its letter dated January 09, 2015 that the advertisements of various government clients are being released through accredited agencies without media approval by the PID. Such advertisements / supplements do not bear PID number which indicates that the media has not been routed through the PID.

You would appreciate that pure government / government commercial rates are applicable to only those Government advertisers which route their ads through PID so that the allocation of quota be ensured by the PID through additions. The direct releases, bypassing the PID are intended to deprive the Regional, Small & Medium Sized publications of their due share through additions by the PID. Hence, the placement of advertisements in newspapers without authentication by the PID is violation of government advertisement policy as well as the APNS rules.

All member publications are hereby advised not to accept government ads without PID number, printed on the artful / design of the ad. However, if a government client or its agency releases the ads without PID number, they should charge such advertisements on their tariff rates and send a copy of their bills to APNS Secretariat in proof of their compliance.

The advertising agencies releasing government ads are also directed to route all such advertisements through PID, failing which ads will be charged on the tariff of member publications and penal action will be taken against the releasing agency.

Thanking you,

Yours faithfully,

( Sarmad Ali )  
Secretary General

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