



All Pakistan Newspapers Society

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Ref: APNS/2011/194

October 18, 2011

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

Sub: **Advertisements of**
M/s. Pakistan Water & Power Development Authority (WAPDA)

Dear Sirs,

We have to inform you that M/s. Pakistan Water and Power Development Authority have appointed 03 advertising agencies i.e. M/s. M Communications, M/s. Interflow Communications and M/s. Midas (Pvt.) Ltd.

The above client has failed to provide the bifurcation of account and clearance certificates of outgoing agencies i.e. M/s. Adarts Karachi, M/s. Manhattan Pakistan, M/s. Mass Advertising and M/s. Spectrum Communication despite our notices, hence their new arrangements could not be regularized.

Member publications and accredited advertising agencies are hereby, advised not to accept / release any advertisement of M/s. Pakistan Water and Power Development Authority (WAPDA) through sources other than their listed agencies i.e. . M/s. Adarts Karachi, M/s. Manhattan Pakistan, M/s. Mass Advertising and M/s. Spectrum Communication till further communication.

The newly appointed agencies i.e. M Communication, Interflow and Midas are also advised not to release any advertisement of WAPDA till the new arrangements are regularized by the APNS.

Thanking you,

Yours faithfully,

-s/d-

(Sarmad Ali)
Secretary General

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