



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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Ref: APNS/2013/69

March 19, 2013

**To: All Member Publications**

**Sub: Political Advertisements**

Dear Sirs,

Please refer our Circular No.APNS/2013/49 dated March 01, 2013 wherein all member publications and accredited advertising agencies were advised to accept / release all the political advertisements and election campaigns on cash basis only.

We have to inform you that the Executive Committee of the APNS at its meeting held on March 14, 2013 considered the problems and observations for acceptance of advertisements on cash basis. The Executive Committee after detailed discussion, had decided that henceforth all the political advertisements and election campaigns would accepted by member publications on Release Orders of the appointed accredited advertising agencies accompanied by postdated cheque of a date not later than May 01, 2013. In view of the amended decision, only complaints of cheques if dishonored, would be entertained by the Secretariat whereas complaint of non-payment of bills relating to political / election campaigns, will not be accepted. Ads after May 01, 2013 may be accepted on current dated cheques. Members are requested to send complaints by May 03, 2013 to enable the Secretariat to expedite.

All member publications are hereby requested to strictly abide by the above decision in their own interest.

Thanking you,

Yours faithfully,

-s/d-

( Masood Hamid )  
Secretary General  
APNS

**Note:** These dates are based on the assumption that elections will be held on Thursday, May 09, 2013. In case the date of elections is changed, the new date for complaints will be notified to the members.