



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2013/71

March 21, 2013

To: All Accredited Advertising Agencies

Sub: Political Advertisements

Dear Sirs,

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 political advertisements and election campaigns. The Executive Committee after detailed discussion, had decided that all the political advertisements and election campaigns would be 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. Ads after May 01, 2013 will be accepted by member publications on current dated cheques.

All accredited advertising agencies are hereby requested to abide by the above decision. They are further advised not to release ads of political parties without enlistment of the political party as client with the APNS to save 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 Saturday, May 11, 2013. In case the date of elections is changed, the new date for complaints will be notified to the members.

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