



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/2023/119

December 22, 2023

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

Sub: Political Advertisements

Dear Sirs,

Please refer our circular No.APNS/2023/105 dated October 21, 2023 regarding political advertisements, wherein we advised you that all the political advertisements and election campaigns would be accepted by member publications on Release Orders of the accredited advertising agencies accompanied by the current-dated cheques. However, in case of ads released by non-accredited agency or released directly by political parties or candidates, the ads will be accepted on CASH only. Please note that no political advertising be accepted through the agencies restored for “government advertising only”.

All accredited advertising agencies and member publications are hereby requested to abide by the above decision. Please note that no complaint of dues relating to political advertisements will be entertained by the APNS.

Thanking you,

Yours faithfully,

(Sarmad Ali)
Secretary General

ال پاکستان نیوز پیپر سوسائٹی