



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2020/74

August 24, 2020

To: All Member Publications
All Accredited Advertising Agencies

Sub: Classified Ads Through PID

Dear Sirs,

Please refer our circular No.APNS/2020/ 48 dated June 01, 2020 regarding SOPs and procedure of display and classified ads of Federal Govt.

The notification states that all classified ads will be issued through PID directly without involving any advertising agency.

In view of the above policy the advertising agency shall not be entitled for any commission on classified ads of their listed clients. Therefore, the APNS Rules 7 & 14 of Rules and Regulation Governing Conduct of Advertising Agencies and Article 15 of the Articles of Association of the APNS for entitlement of agency commission to the extent of classified ads released by PID will not apply. Please note accordingly.

Thanking you,

Yours faithfully,

(Sarmad Ali)
Secretary General
APNS

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