



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/2017/23

February 25, 2017

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

Sub: 15% Increase in Govt. Advertisement Rates

Dear Sirs,

We are in receipt of a Notification No. PID. U.O. No.1-1/2012-Advt 23.02.2017 issued by Press Information Department, Govt. of Pakistan stating as under :

“The Government has approved an increase in pure government advertisement rates of newspapers / periodicals by 15% w.e.f. 21.02.2017.”

The APNS has been urging upon the Federal Ministry of Information for an urgent increase as the rates were enhanced in 2012 with an assurance of annual increase of 10%. But despite various assurances the increase was not affected. The notification will be highly welcomed by the newspapers especially small and regional publications as it would help the print media to meet the financial crunch being faced by newspapers industry due to increase in its costs over the years.

You are hereby requested to note the above increase and process your bills accordingly.

Thanking you,

Yours faithfully,

(Umer Mujib Shami)
Secretary General
APNS

ال پاکستان نیوز پیپرز سوسائٹی