



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

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

Sub: Rate Applicable on the Ads of Fazaia Housing Scheme

Dear Sirs,

We have to inform you that the Pakistan Air Force is a government institution and eligible for government rates on their advertisements, however, this privilege can not be extended to PAF's Housing Scheme as this activity engages in purely commercial nature relating to the sales of land and property while the Army is able to avail government rate on its ads but the advertisements of DHA being of purely commercial in nature are charged at private commercial rates. This principle applies on the ads of Fazaia Housing Scheme as well.

In light of the above, we have decided to charge commercial tariff on the ads of M/s. Fazaia Housing Scheme which is already communicated to you through our SMS-Alert Service.

Member publications are hereby advised to accept the ads of Fazaia Housing Scheme with commercial tariff.

Thanking you,

Yours faithfully,

-s/d-

(Sarmad Ali)
Secretary General

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