



All Pakistan Newspapers Society

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May 26, 2014

To: All Member Publications based in Sindh

Sub: Implementation on Sindh Government's Ad Policy

Dear Sirs,

The Deputy Director Information, Government of Sindh has stated that some of the member newspapers of APNS are publishing advertisements of Government departments / organizations directly which were not routed through Information Department, which is a clear violation of prescribed advertisement policy of Sindh Government.

Accordingly, all the advertisements of the Sindh Government Departments, Local Bodies / Councils and Organizations under administrative control of Sindh Government viz. Metropolitan Corporations, District and Municipal Corporations, Municipal Committees, Town Committees, Union Councils, Autonomous Bodies, Semi-autonomous Bodies, Development Authorities and Boards need be routed to print & electronic media through the Sindh Information Department.

All member publications based in Sindh are hereby advised to strictly follow the advice of Information Department, Government of Sindh.

Thanking you,

Yours faithfully,

-s/d-

(Sarmad Ali)
Secretary General
APNS

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