



# 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/2015/15

January 27, 2015

**To: All Member Publications**

**Sub: Publication of Ads directly without NOC of listed Agency**

Dear Sirs,

We have noted that some member publications are publishing the advertisements of listed clients of accredited agency directly without NOC of their appointed advertising agency.

We have to inform you that publishing of advertisement of a listed client of an accredited agency directly or through other sources without NOC of their appointed agency, is a violation of APNS rules.

You are therefore, advised to accept the advertisements of the listed clients through their appointed advertising agencies as per APNS website i.e. [www.apns.com.pk](http://www.apns.com.pk), else, punitive action will be taken against violating publications.

Thanking you,

Yours faithfully,

-s/d-

( Sarmad Ali )  
Secretary General

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