



# 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/2015/165

October 27, 2015

**To: All Members Publications.  
All Accredited Advertising Agencies.**

**Sub: Ads of Sindh Govt. with SID Number**

Dear Sirs,

Please refer our Circular No.APNS/2015/152 dated September 30, 2015 wherein we advised you not to accept / release the ads of departments of Sindh Government without SID number, printed on the artpul / design of the ads.

We have been approached by some Development Authorities and autonomous bodies that the compulsion of SID number was posing problems in the release of their ads. We have therefore, decided that the ads of development authorities and autonomous bodies including Karachi Water and Sewerage Board be accepted directly released by respective advertising agencies as per practices prior to the above circular.

Member publications are hereby advised to accept the ads of all development authorities and autonomous bodies including Karachi Water and Sewerage Board through their advertising agencies as usual.

Thanking you,

Yours faithfully,

-s/d-

( Sarmad Ali )  
Secretary General

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