



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/2014/149

August 30, 2014

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

**Sub: Rates Applicable on the Ads of
Pakistan Institute of Public Finance Accountants (PIPFA)**

Dear Sirs,

We are in receipt of a letter No.PIPFA/ED/1012/14 dated August 06, 2014 from Pakistan Institute of Public Finance Accountants (PIPFA) wherein it has been maintained that the PIPFA is a pure government organization and requested to charge pure government rate on their advertisements.

We have examined the documents provided with the request and agree with the contention of the PIPFA and request you to include the above client in List A i.e. pure government rate with immediate effect.

Thanking you,

Yours faithfully,

-s/d-

(Sarmad Ali)
Secretary General
APNS

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