



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref:APNS/2015/152

September 30, 2015

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

Sub: Release of Govt. Ads without routing through Sindh Information.

Dear Sirs,

We have been approached by the Sindh Information Department, Govt. of Sindh vide its letter dated September 01, 2015 that the advertisements of various departments of Government of Sindh are being released through accredited agencies without media approval by the Sindh Information Department. Such advertisements / supplements do not bear SID number which indicates that the media has not been routed through the SID.

You would appreciate that government rates are applicable to only those Sindh Government advertisers which route their ads through SID so that the allocation of quota be ensured by the SID through additions. The direct releases, bypassing the SID are intended to deprive the Regional, Small & Medium Sized publications of their due share through additions.

All member publications / accredited advertising agencies are hereby advised not to accept / release the ads of departments of Sindh Government without SID number, printed on the artpul / design of the ads. However, if a government client or its agency releases the ads without SID number, they should charge such advertisements on their tariff rates and send a copy of their bills to APNS Secretariat in proof of their compliance.

Failing which, advertisements will be charged on the tariff of member publications and penal action will be taken against member publications / releasing agencies.

Thanking you,

Yours faithfully,

-s/d-

(Sarmad Ali)
Secretary General

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