



# All Pakistan Newspapers Society

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**To: All Member Publications**

**Sub: Violation of APNS Rules**

Dear Sirs,

You will appreciate that the APNS is making all out efforts to recover the outstanding payments of advertising agencies to ease the liquidity crunch faced by the member publications and recover their dues from the agencies. In this respect, on the recommendation of the Executive Committee, the APNS has suspended Federal Government clients to persuade the government to clear its dues.

We have noted that some member publications are not adhering to the APNS rules. Such publications are guilty of encouraging suspended agencies by taking business from them, hence consistently violating the APNS rules of accreditation. On the other hand some publications do not publish ads in their editions which are APNS members, but despite our requests consistently publish the ads in their non-APNS editions. These practices result in undermining the APNS writ and rendering ineffective any action taken by the APNS in the long term interests of the newspaper industry.

It has also been observed that some accredited advertising agencies release the ads of clients for which DROs were issued in favor of a suspended agency and the member publications publish the ads without verifying the APNS listing of clients, consequently indulging in third-party-business, which is a gross violation of APNS rules.

In addition to the above, some member publications publish the ads of clients released by advertising agencies suspended by the APNS, thus defeating the objective of the suspension of clients / ad agencies. You will appreciate that normally, the clients and /or agencies are suspended by APNS due to default on payments to advertising agencies and the release of ads of such clients. This in turn results in advertising agencies defaulting on clearance of dues of member publications, effectively creating circular debt within the industry.

We therefore, request all member publications to refrain from such malpractices and violations, failing which, the APNS Secretariat has been directed to act strictly as per APNS rules. In case of any ambiguity, the member publications must approach the APNS Secretariat for the status of the ad in question.

We hope that in the long terms interests of the industry, the member publications will follow the above directives in letter and spirit.

Thanking you,

Yours faithfully,

-s/d-

( Masood Hamid )  
Secretary General