



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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Ref: APNS/2017/91

July 4, 2017

**To: All Accredited Agencies**

**Sub: Sharing of Trade Discount with Clients**

Dear Sirs,

This is brought to our notice that some government / or government commercial clients are pressurizing their accredited agencies to share the Trade Discount earned by the agencies with them which is not only a malpractice but violation of APNS rules.

You would appreciate that the Trade Discount is allowed to agencies on their business by member publications which cannot be shared with their clients as it would destroy the whole advertising echo system i.e. publications – agencies – clients.

Those clients which insist on sharing of Trade Discount / Commission, are indulging in self-damaging practice as in such case, the sharing agency would offset its loss by malpractices in release of advertisements etc. Further, it would end up in an unhealthy and unending race among agencies in offering maximum share in pitching a client.

In view of the above and in the best interest of the industry, we hereby advise all accredited agencies to refrain from such malpractices which would be taken very seriously by the APNS and the involved agencies will be penalized as per rules of the Society.

Thanking you,

Yours faithfully,

( Sarmad Ali )  
President

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