



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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Ref: APNS/2018/29

March 26, 2018

**To: All Accredited Advertising Agencies**

Dear Sirs,

We are in receipt of a letter No.F.1(16)/2018-PIO dated March 16, 2018 from the Principal Information Officer, Press Information Department, Islamabad regarding timely “ Clearance of Outstanding Dues pertaining to Print and Electronic Media”.

We reproduce hereunder the above letter, which is self-explanatory, for your information and compliance.

**“ Sub: Clearance of Outstanding Dues Pertaining to Print and Electronic Media.**

*The Press Information Department according to Rules of Business, 1973 read with Volume I: Chapter I: Common Services Manual, 1997 has been mandated with matters regarding Government advertisements and has been striving to ensure timely clearance of outstanding dues pertaining to Federal Ministries / Divisions / Attached Departments / Autonomous Bodies / Semi-Autonomous Bodies etc.*

2. *In order to address the clearing of the advertisements in a timely manner, it is necessary that the time-period 90 days' time-period method may followed in letter and spirit. The bifurcation of the 90 days span will be as follows:*

- i *30 days would be allocated for the MOIBNH&LH/PID issuance of Client Release Orders (CROs)/Departmental Release Orders (DROs) from the date of release of the advertisement(s). In case of advertisements related to other Federal Government Departments, the 30 days period would be counted from the date of submission of the Original Client Release Order by the Advertising Agency in the PID.*
- ii. *30 days would be allocated for the Advertising Agency for preparation of invoices, tear-sheets etc. and its submission in the PID.*
- iii. *30 days would be allocated for the clearance of bills by the Office of the Accountant General (AGPR) (in case of indirect billing) or the Client Concerned (in case of direct billing), whichever the case may be.*

3. *Above in view, all advertising agencies are directed to strictly follow the timelines explained in para-2 above. In case of failure and non-adherence to these timelines, the MOIBNH & LH / PID will not be responsible for any delay in payments or the resultant suspension of any advertisement agency by the APNS or the PBA.*

( Muhammad Saleem )”

Thanking you,

Yours faithfully,

( Sarmad Ali )  
President