



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref No. APNS/AC/2021/41

April 29, 2021

All Member Publications

Clearance Period: Jan-Feb 2021

We have noted that some of our publications are not following the Clearance Schedule while lodging complaints against advertising agencies.

In this regard, you are requested to lodge your complaints pertaining to up-coming clearance i.e. **Jan-Feb 2021** on **May 15 to May 22, 2021**:

- 1) The complaint should be forwarded as per following format for Govt. advertising:

Display Ads (on excel sheet)

Supported with monthly and separate statement of account of PID / Provincial Display advertisements on following format on Excel sheet:

Client	Agency	Date of Insertion	R.O /PID No.	Date	Bill No.	Amount
Total :						

Classified Ads (on excel sheet)

The detail of monthly outstanding dues against PID / Provincial Classified advertisements should be provided on following format on Excel sheet:

Client	PID No.	Date of Insertion	Bill No.	Amount
Total:				

- 2) Please do not include the amount of Govt. Dues in the agency's statement of account.

Private Ads.

Please submit separate statement of Private Clients for complaints against advertising agencies as per following format:

Agency's Adv. Statement (on excel sheet)

Bill No.	Dated	RO No.	Dated	Client	Amount
Total					

- 3) Please intimate immediately against receipt of any payment from Client / Agency with knocking off of bill numbers.

If we do not receive complaints from member publications for the coming clearance period on the due date, and for all subsequent clearance periods in the above mentioned specified formats, and on the APNS stipulated dates for reporting, APNS will not be responsible for the clearances.

You would appreciate that in the absence of your cooperation, the APNS Secretariat cannot achieve the desired results of timely clearance of your dues. We hope that all member publications in their own interest, will ensure adherence to the clearance procedures.

Thanking you.

Yours faithfully,

(**Dr. Tanvir A. Tahir**)

Executive Director, A P N S