

As adopted at the Extraordinary General Council Meeting held on 29th December, 1977  
and amended by the Extraordinary General Council Meetings  
held on March 19, 2003, March 31, 2012, March 31, 2015  
and Executive Committee Meeting held on May 06, 2016

## **RULES AND REGULATIONS GOVERNING CONDUCT OF ADVERTISING AGENCIES**

Whereas the All Pakistan Newspapers Society hereinafter referred to as the Society, considers it necessary to revise and consolidate all rules and regulations governing the conduct of advertising agencies, and for the determination of the relationship between the agencies and the Society on the one hand and that between the agencies and the member publications on the other :

Now, therefore, in pursuance of the above objectives, the All Pakistan Newspapers Society hereby declare that the rules set out in the following paragraphs shall govern the relationship between the Society, and its member publications, and the agencies accredited / associated to the Society.

1. All applications for accreditation, duly completed in accordance with the rules and regulations of the Society shall be made in the form prescribed by the Society. Such applications shall be placed before the Executive Committee of the Society at its forthcoming meeting, but at the latest within 60 days of the receipt of the application, unless the application is found by the Secretary General to be incomplete or inadequate in any respect or in case it requires any further particulars about the status and operational structure of the agency. The decision of the Executive Committee of the Society on such applications, as conveyed in writing to the applicant by the Secretary General shall be final and binding on the applicant and on all members of the Society.

Provided, that if an application from an agency has been rejected by the Society, no fresh application from the same agency or any other agency being owned or managed directly or indirectly by the owner of the agency whose application has been rejected, shall be entertained for accreditation until after the expiry of a period of six calendar months from the date of communication of such rejection.

2. Application must be made on the prescribed form (set out in schedule 'A' hereto) and such form must be completed in every respect and be supported by such documents as are required and indicated.
3. The Society shall entertain for consideration applications for accreditation from an agency only if the agency fulfills the following basic requirements:
  - a) It should have been in active operation as an agency for at least 6 months prior to application and placed business of Rs.50 lacs with member publications within a relevant period not exceeding 12 calendar months, preceding the date of application. Provided, however, the business placed by the applicant agency in Regional, Periodical and Metropolitan 'B' Member Publications will be taken at 50% higher for the purpose of determining the business placed by the agency with member publications. The Agency would also be required to provide alongwith application, the clearance certificates of the member publications for the business done during the relevant period.
  - b) It should have atleast 5 clients.

- c) A guarantee that the business to be placed by it in the member publications during every year of its accreditation would not be less than Rs.5 million.
- d) Letters of authorization from the agency's clients indicating their proposed budgets for press advertising for the ensuing twelve months.

- e) Availability of suitable and properly equipped business premises exclusively used for the purpose of advertising business.
- f) To provide an organogram listing the adequate and skilled staff competent to man the various departments.
- g) Should have minimum working capital of Rs.2.5 million.
- h) An unconditional irrevocable bank guarantee or a surety in shape of Government approved bonds or certificates acceptable to the Society, in the amount of Rs.2.5 million placed to the Society.
- i) Personal sureties from the Proprietor / Partners / Directors of the agency by way of indemnity for the liabilities of the agency to member publications of the Society.

4. An advertising agency applying for accreditation will in the first instance, be admitted as associated agency for a period of 06 months. After completion of six months, the agency may apply for provisional accreditation and accredited provisionally for a period of one year. After expiry of one year, the provisionally accredited agency shall apply for confirmation. Such application for confirmation will be considered by the Society through its Executive Committee provided the agency is found to have fulfilled the terms and conditions of its provisional accreditation and abided by the Rules and Regulations to the satisfaction of the Society. The Executive Committee may accept, defer or reject applications for confirmation without assigning any reasons thereof. The decision of the Executive Committee of the Society on such applications shall be final and binding on the applicants. In case the Executive Committee rejects the application for confirmation the provisional accreditation will stand terminated. However, the agency whose accreditation is rejected may apply afresh after six months of the rejection by the Executive Committee, in accordance with the provision of clause 1, paragraph 2.

4(A) The relationship between advertising agency and the Society shall rest on two stages, namely i) Associateship and / or Provisional Accreditation and (ii) Confirmed Accreditation.

- (i) The Associateship shall be accorded upon receipt of application from the existing non-accredited agencies doing business with member publications fulfilling the requirements given in 4(A)(ii).

Provided that persons or organizations dealing with classified advertisements or those that are announced as booking agents of a particular newspaper or group of newspapers, do not qualify to apply for Associateship. A member publication which has such exclusive booking agencies must submit such list by March 31, in every year to the APNS.

- (ii) The applicant agency for Associateship will provide, a list of their clients, personal sureties from the proprietors/directors on the prescribed form, a guarantee of Rs.1.5 million in the shape of acceptable bonds, securities etc. or in the shape of an irrevocable bank guarantee of the same amount alongwith their application on the prescribed form. The applicant agency will also pay Rs.25,000/- as entrance fee that includes a non-refundable processing fee of Rs.10,000/-. The decision of the Executive Committee shall be final and binding.

The Associate agency shall pay an annual fee of Rs.15,000/- by January 31, every year in advance and renew the securities pledged with the Society.

- (iii) The agencies awarded Associateship will be allowed trade discount as mutually agreed by members and the respective agencies in accordance with international standards of print media. However, they will be allowed credit only as per procedure listed in 4.A(v), below:
- (iv) The Associate agencies will not be allowed to handle Government advertising.
- (v) The Associate agencies will be required to submit their releases alongwith post-dated cheques of 60 days. In case a cheque is not cleared within the stipulated period, normal APNS procedure will apply.
- (vi) Any activity not commensurate with business ethics, sponsoring a blacklisted client or agency of APNS or causing any damage whether financial or material, will result in a delisting termination of Associateship of the agency.
5. The applicant agency for provisional accreditation shall pay Rs.50,000/- as fee for provisional accreditation that includes a non-refundable processing fee of Rs.10,000/-. It shall also provide an additional Bank Guarantee of Rs.1 million. At the time of applying for confirmation under Rule 4, it shall be required to provide an additional Bank Guarantee of Rs.2.5 million and pay an application / entrance fee of Rs.50,000/- and full accreditation fee of Rs.50,000/-.
6. A provisionally accredited agency shall be required to clear payment of all bills submitted by member publications within 45 days of the clearance period in which the advertisement was scheduled to be and was published. Failure to make payment within the period stipulated will make the agency liable for action under the provisions of clause 16.
7. All accredited agencies, whether provisionally or full accredited, shall avail a trade discount as agreed mutually by the member publications and advertising agencies in accordance with international standards.
8. a) The accredited agency whether provisional or confirmed shall pay an annual fee of Rs.25,000/- for its head office and Rs.15,000/- for its each branch by January 31st every year and renew the securities pledged to the Society. The agency shall also liable to provide alongwith the annual fee a statement of quantum of business placed in each member publication during the preceding year.
- b) Every year at the time of renewal, the accredited agency shall furnish to the Society the names of its clients together with names of the products of the clients handled by the agency.
- c) In cases where an accredited agency had submitted the Bank Guarantee contemplated under Rules 3(h) for an amount less than Rs.2,500,000/-, the Executive Committee may advise such accredited agency to enhance the Bank Guarantee by an additional Rs.1,00,000/- every two months so as to bring the guarantee to Rs.2,500,000/- in case of provisional accreditation and Rs.5 million in case of confirmed agency.

9. Accredited advertising agencies would be liable and required to inform the quantum of government business released by them in the print media on client-wise basis to the Secretariat by last date for filing reports / complaints by agencies against clients as per

schedule attached. The APNS on receipt of such reports, shall advise the clients to clear the dues or face suspension of their advertisements in member publications. These actions, however, will not absolve agencies of their liabilities to clear the bills of member publications for advertisements of such clients. The agencies which fail to report their outstanding bills against the clients to the APNS within the stipulated dates, their requests for extension of clearance dates will not be considered by the APNS.

a) **Clearance Procedures** A confirmed accredited agency shall be liable and responsible for payment against all advertisements released by it to member publications and it shall make payment of all bills submitted by member publications in respect of various accounts not later than 75 days from the last day of every clearance period in which the advertisement was scheduled. The rules and procedures governing the clearance are as under:

**Credit Period:** The Rules and Regulations for conduct of advertising agencies provide 75 days credit facility to fully accredited advertising agencies from member publications. The clearance procedure divides a year into 12 monthly clearance periods. The credit facility is counted from the last day of every clearance period for the advertisements published in the respective clearance period.

**Billing by Member Publications:** The clearance procedure provides that member publications should send their bills supported with tear-sheets alongwith the statement of bills within 15 days of the last date of each clearance period. The publications are required to obtain proper acknowledgement of the receipt of these bills from the agencies. A copy of the statement of bills should also be sent to the APNS Secretariat for information and record.

**Last Dates for Filing Objections:** On receipt of bills and statement of claims from member publications, the agencies are required to file objections, if any, in respect of discrepancies in bills / amounts against their release orders, or with respect to the non-fulfillment of any condition of business or production specifications by a member publication. In any event, the APNS will ensure that all such disputes are adjudicated or reconciled within a time period of 30 days of filing of objection. All copies of the correspondence exchanged in this regard be endorsed to the APNS for record. These objections must be filed by the last date outlined in the clearance schedule. No objections after the prescribed date will be entertained. In case, an agency disputes or raises any objection against a bill / claim of the publication after receipt of complaint from the APNS, the agency will be required to deposit the claimed amount with APNS as trust-money till the objections / disputes are settled.

**Last Dates for Filing Complaints by Agencies against Clients:** The accredited advertising agencies are required to file their complaints alongwith statement of outstanding bills against their respective clients who had not paid their bills pertaining to advertisements appeared in member publications as per dates given in the clearance schedule. The APNS on receipt of such complaints, shall advise the clients to clear the dues or face suspension of their ads in the member publications. This action however, will not absolve the agencies of their liabilities to clear the bills of member publications for ads of such clients.

The agencies which fail to report their outstanding bills against the clients, to the APNS within the stipulated date, their requests for extension of clearance dates will not be considered by the APNS.

**Payments by Agencies:** The accredited agencies are required to effect payment of claims of member publications by cheques for local publications and by Pay Orders or Demand Drafts for out-station publications within 75 days in case of full accreditation and 45 days in case of provisional accreditation of the last day of respective clearance

period. Payment should be made to the authorized local business representative / offices based in Karachi / Lahore / Islamabad on behalf of the out-station publications and due acknowledgment obtained.

No payments in respect of such dues should be accepted by member publications if made after 05:00 p.m. of the date of payment as per clearance schedule.

**Complaints Procedures:** The member publications shall lodge their complaints with APNS Secretariat for non-payment of their dues pertaining to the relevant clearance period on the 15th of the payment month positively. The complaints shall contain the following information on their letterhead duly signed and stamped by the competent authority in the publication;

- Name of the Agency \_\_\_\_\_
- Bill Number \_\_\_\_\_
- Date \_\_\_\_\_
- R. O. Number \_\_\_\_\_
- R. O. Date \_\_\_\_\_
- Name of Client \_\_\_\_\_
- Amount \_\_\_\_\_

The outstanding bills relating to previous clearance periods should not be included in the complaint. If there is any outstanding bills relating to other clearance periods (not earlier than last clearance period), the claims must be sent separately.

The publications before lodging their complaints against agencies must ensure that the complaint of outstanding is complete and accurate and that no representative / offices within their establishment have received any payment adjustable against the complaint lodged with the APNS. The members shall not receive any cheques from an agency or its clients after having lodged their complaints with the APNS. The advertising agencies shall not effect payment to publications directly after the receipt of complaints from the APNS, and all such payments should be paid to the APNS. The member publications are not entitled to withdraw their complaint, but in any case, they shall not unilaterally allow any extension of payment date against the claims reported to the APNS. Only the APNS can provide such a date under the existing rules once a complaint is duly lodged.

All such dues must be paid to the APNS and no defaulting agency will be exempted under any circumstances whatsoever.

**Verification of Claims:** The advertising agencies will enjoy 7 days grace period after the last date for payment i.e. 15<sup>th</sup> of payment month. This grace period may be withdrawn by the APNS Executive Committee after two defaults by an agency. Thus, the complaints received on 15th of the clearance month will be forwarded to concerned advertising agencies for verification and payment within 07 days. If an agency defaults and consequently suspended twice within a 12 month period, a third default leading to suspension in any 12 month period will lead to effective withdrawal of 07 days grace period to such an agency.

**Action by APNS:** The APNS action, decided by the Secretary General, will be in three stages based on weekly complaints.

**First Stage:** The Secretariat will initiate action against the defaulting agencies on 23rd of the payment month and the agencies so suspended will only be restored on payment of the reported dues and a Late Payment Surcharge (LPS) of 1% alongwith restoration fee. In case, the agency fails to pay the reported dues by 29th of the clearance month and the default enters into second week, the LPS would automatically be raised to 2%. The

LPS would increase 1% for every week till it reaches to 4%. The APNS share in first stage will remain as 1/2% and the balance will be paid to the publication.

**Second Stage:** Those publications, who could not lodge their complaints on 15th, may now send their claims up to 22nd of the clearance month. The agencies would be required to respond in writing alongwith the requisite document if such claims are considered not to be authenticated, or pay the claims by Pay Order / Demand Draft drawn in the name of the APNS by 5:00 p.m. on 29th of the clearance month alongwith 1% LPS. The Secretariat will take action against the defaulting agencies on such second stage complaints on the 30th of the clearance month. Any agency suspended in the second stage will be restored subject to payment of all reported dues and a compulsory late payment surcharge of 2% alongwith restoration fee. The LPS would increase 01% for every week till it reaches to 4%. The APNS share in the 2nd stage will remain as 01% and the balance LPS will be paid to the publication.

**Third Stage:** Those publications, who could not lodge their complaints in the second stage, may send their claims till 29th of the clearance month. The agencies would be required to respond in writing alongwith the requisite documentation if such claims are considered not to be authentic or pay the claims by Pay Order / Demand Draft drawn in the name of the APNS by 5:00 p.m. on 6th of the next month of the clearance month. The Secretariat will initiate action against the defaulting agencies on 7th of following month of the clearance month and the agencies suspended in the 3rd stage will be restored on payment of the reported dues and a late payment surcharge of 3% along with restoration fee. The LPS would increase 01% for every week till it reaches to 4%. The APNS share in the 3rd stage will remain as 02% and the balance LPS will be paid to the publication.

The late payment surcharge will be levied up to 4% i.e. for default of four weeks of the last date of payment. In case, an agency fails to clear the dues within four weeks, the Secretariat will issue dis-accreditation notice and the trade discount, not exceeding 15% of the invoice will stand withdrawn by the reporting publications.

#### **Guidelines for Extensions by the Secretariat:**

In case an agency expresses its inability to clear the dues within the stipulated period and requests extension of last date of payment, the Secretariat will observe following guidelines for extension from 1 - 60 days period:

In case the extension is required for 1 to 15 days, the Secretariat shall convene a meeting of the Office Bearers Committee which will be chaired by the Secretary General or in his absence, the Joint Secretary. Should both the Secretary General and the Joint Secretary are absent, the senior Office Bearers present shall chair the meeting. In the rare case, where any agency expresses its inability to clear dues within stipulated period and requests a special extension for payment stretching from 1 - 60 days of a clearance period, the agency must satisfy the APNS that following conditions pertain to its request for the requested extension:

- a) No such requests for extension was made in the 12 months period prior to the making of this request.
- b) The agency has not been declared a repeated defaulter under APNS rules within the last 12 months period.
- c) The agency is able to explain to the satisfaction of the APNS with requisite documentation as to why such an extension is justified:

d) That in no event with the agency be able to relinquish its liabilities to a publication because of government or private clients not paying etc. and

e) Upon receiving an extension from the APNS, the agency will provide an undertaking to pay the publication dues as per the schedule laid out by the APNS. Any default by the agency in its payment schedule will result in suspension with a maximum of 5% late payment surcharge levied upon the offending agency. The amount of such LPS shall be 1% to the APNS and the balance to the reporting publication.

In such event for the grant of extension, the Secretariat acting under the authority of Secretary General and Office Bearers shall observe the following explicit procedures, guidelines and parameters :

### **Procedures and Conduct of OBC**

To fulfill the grant of extension, the Secretariat shall convene a meeting of the Office Bearers Committee (OBC). The OBC shall consist of those office bearers elected for current year, who are present in the city and designated persons from the three major business houses, Jang, Nawa-i-Waqt and Dawn. These designated persons may vote on behalf of the publication with respect to particular publication's complaints pertaining to clearance and participate fully in all discussions relating to advertising sector, agency performance and recovery. They may not however, cast a vote with respect to any matter pertaining to general APNS policy. The three business houses will nominate senior business representatives preferably of the level of director or general manager at the beginning of the tenure of the office bearers in writing. Such persons shall continue to represent their respective business houses till such time as their names have been changed by the authorized person in the business house through a notification in writing. If an office bearer represents one of the three business houses in APNS, he shall not under any circumstances represent or intercede of the view point of that publication but instead advocate view point that effectively represent the larger interest of the members of the Society. The Secretariat will be responsible for recording minutes and preparing agenda but these shall not be circulated or duplicated and will instead be maintained by pasting in a OBC minute book which will be counter signed by the Secretary General and available for consultations for OBC members and representatives.

### **Guidelines for Extension**

- i) In case the extension is required for 1 - 15 days the OBC shall have the power to decide upon an application without consulting the claimants. However, the decisions of the OBC shall be communicated to all claimants within 72 hours
- ii) In case the extension for 16 to 30 days is required, the major claimants will be consulted and the extension be granted on the consent by over 50% claimants.
- iii) For extension from 31 to 60 days, all the claimants be consulted and extensions granted if over 75% consented.

**Default Restructuring:** In case of Default Restructuring i.e. extension for a period more than 60 days, the Secretariat shall circulate the proposed schedule of payment to all reporting publications and ask their consent. In case any publication dissents to the proposed schedule, the agency will be required to clear the dues of the publication. Thus the schedule would apply only those publications that consent to the imposition of restructured schedule. Any disputed claims will not be dealt with under the clearance / default restructuring.

Any publication that feels aggrieved by the decision of the OBC either with respect to clearance, or the grant for extension to an agency or to the restructuring of default may proffer an appeal to the Executive Committee.

Provided that while considering, rescheduling of clearance for a suspended agency, the member publications will be issued a circular to inform the dues against the agency as on three days before the suspension. The agency will be instructed to include all such reported dues in rescheduling.

**Complaint Form Against Performance:** The Society shall maintain a special form for complaint by member publications to watch the performance of a particular agency. On receipt of such form, the Secretariat shall monitor the conduct of the agency and if required, may reduce the credit period of the agency, fix limit of business in member publications or advise to increase the Bank Guarantee.

A confidential report including such monitoring shall be pasted regularly in a record book for that agency and the list of agencies under payment-schedule-monitoring shall be read to the members of the Executive Committee after the acceptance of minutes of last meeting. Such record book will be regularly maintained and will be subject to scrutiny by OBC during entire period of monitoring alert where the OBC feels that such monitoring no longer required, the monitoring shall be halted till such time fresh complaints arise.

**Bank Guarantee Linkage with Business:** The provisional accredited agencies shall provide a statement of the business placed by them with member publications after close of every clearance period. The Secretariat will verify the statement and if the volume of the business of the agency exceeds the amount of the Bank Guarantee provided by the agency, the Society may instruct the agency to increase its Bank Guarantee from Rs.1 million to Rs.5 million.

**Restructured Default Rules:** In case an agency is suspended on default of restructured schedule, a circular will be sent by the Secretariat to member publications to inform the agencies upto the date of suspension.

In case an agency default against the current clearance period while the schedule of restructured dues is honoured or vice versa, the two cases must be dealt with separately.

In case of major default, the agency would be restored on probation after approval of restructured default and the major groups would be advised to enforce credit limits.

a) The Society may in its discretion at any time call upon any or all agencies to furnish proof, in any manner prescribed and within any specified period, of compliance with the requirements of Rule 6 and 9(a).

b) Any agency which at any time fails to comply with the requirements of Rules 8 and 9 shall be liable to have its accreditation suspended with immediate effect and such action shall be exempted from the provisions of Rule 17 regarding the issuance of one month's notice.

However, if an agency is suspended for three clearance periods in a calendar year it may be discredited by the Executive Committee.

c) The accreditation / associateship of an agency suspended in terms of Rule 9(c) shall not be restored until the breaches and violations of Rules have been rectified and all the past dues of member publications have been cleared and a restoration fee of



Rs.25,000/- in case of accredited agency, Rs.25,000/- in case of an Associate agency is paid to the Society.

d) Accredited agencies shall be under obligation to honour their cheques issued in favour of member publications. In case of any default, the agency shall replace its bounced cheque by pay order / demand draft within 24 hours of the receipt of the APNS notice alongwith 5% surcharge of the amount of the bounced cheque.

10. - Deleted –
11. The Release Orders of the agency including any form of communications i.e. e-mail, SMS, whatsapp-messages, etc. must accompany with the advertisement material, failing which, the tariff of the publications concerned, will apply.
12. The sole business of an accredited agency shall be that of advertising and the agency itself shall be entire legal entity. The Society may revoke the accreditation of, or refuse accreditation to any agency if in the opinion of its Executive Committee that agency is engaged in other business or if the agency is essentially concessionaire or contractor or is owned or controlled by the same person or group of persons that own or control any advertiser or press media.
13. Accredited agencies shall follow the appointment and bifurcation rules as given under Schedule C, and provide the Society with the appointment letters of their clients on the prescribed proforma for enlistment of any new clients acquired by them at the earliest. They shall also inform the Society in writing of any existing client lost or relieved by them. No agency shall accept or place the business of a client of another accredited agency unless one month's written notice to the Society has been given by the client concerned of its intention to shift its business to another agency, and till such change has been confirmed and notified by the Society to its members. Before finally including the client among the list of clients of the new agency, the Society shall ensure that there are no amounts lawfully due from the client to the previous agency serving the client. The Society may require the client to obtain a certificate from the previous agency to the effect that there are no dues outstanding against the client pertaining to advertising with member publications. Provided that the claims made by an advertising agency against its clients shall not be related to a period beyond 12 months from the date of such claims and must be submitted alongwith release instruction, copies of invoices etc. or have been reported earlier to the Society.
14. **Violation of Rules Fines / Penalties** No accredited agency shall act against the directives of the APNS or be involved in releasing business of its clients through some other agency or approach any other forum against the decision of APNS arbitration. In case of violation, the Society will take appropriate punitive action including fine, penalty or suspension of business against such agency.  
  
No accredited agency shall accept the business of a client listed by the APNS with an agency whose accreditation / associateship has been suspended or withdrawn, unless it has secured a clearance from the APNS. The advertising agencies shall not release advertisements of blacklisted clients and or blacklisted agencies, advertisements of listed clients of accredited / associated agencies through any source whether directly by the clients or any other agency. In case any APNS agency contravenes the above rules, the APNS acting on its own accord or / on the complaint of a member publication or an APNS accredited agency, shall issue a show cause notice to the violating agency to explain its position within 10 days vis-à-vis the violation in question. In the event, the

Executive Committee considers the explanation to be unsatisfactory, it may impose a fine and / or penalty as per the following:

#### **ADVERTISEMENTS OF BLACKLISTED CLIENTS AND/OR AGENCIES**

- (i) In the event that an agency releases the advertisement of a suspended or blacklisted client or the advertisement of a client listed with an advertising agency that has either been suspended or terminated by the APNS, the releasing advertising agency will pay a fine of Rs.5,000/- plus a penalty equivalent to the gross cost of advertisement as per the printed tariff of the publication. The releasing agency of ad in question shall not be entitled to any trade discount on the advertisement. The releasing agency will also be required to pay full amount of the published advertisement to the concerned publication as per its release order.

#### **ADVERTISEMENTS OF CLIENTS NEITHER BLACK LISTED NOR SUSPENDED**

- (ii) In the event that an agency releases an advertisement of a client listed with another agency, and if such client and/or its listed agency are neither blacklisted nor suspended, the releasing agency for a client's advertisements, who has been listed under APNS rules with another agency, shall be liable to pay a fine of Rs.40,000/- and will also be required to settle the invoice of the publication.

#### **ADVERTISEMENTS OF BIFURCATED CLIENTS THAT ARE NEITHER SUSPENDED NOR BLACKLISTED.**

- (iii) In case an agency releases the advertisement of a bifurcated client, listed with another agency for that product, and such client is neither suspended nor blacklisted and nor is its listed agency suspended or blacklisted, the releasing agency, shall be liable to pay a fine of Rs.40,000/- and will also be required to settle the invoice of the publication. The releasing agency of the ad in question shall not be entitled to any trade discount, not exceeding 15% of the invoice on that advertisement.

Provided that in case of repeated violations by an APNS agency, the Executive Committee may impose a fine not exceeding Rs.100,000/- and/or a penalty, equivalent to 3 times the gross cost of the advertisement as per the printed tariff of the publication.

- (iv) **Co-branding of Different Categories of Advertisers.**

Whereas there are three categories of rate structure relating to government, government commercial and private sector of advertising in member publications.

And whereas the pure government and government commercial rates are regulated by an agreement between the Ministry of Information, Govt. of Pakistan and All Pakistan Newspapers Society which provides following two lists of eligible government advertisers namely:

- List A consists of pure government advertisers which are paid by AGPR and is computed at the parameters mutually agreed to between APNS and the Ministry from time to time.
- List B consists of autonomous / semi-autonomous and other government advertisers which are engaged in solely or partly commercial activities and are released directly or through PID who

advertise at government commercial rates and is computed at the parameters mutually agreed to between APNS and the Ministry from time to time.

The agreement further provides that any non-listed government advertiser irrespective of whether the nature of his work is commercial or non-commercial will automatically go to List B unless, duly notified for inclusion in List A by mutual consent of APNS and PID. In the absence of such consent, the government advertiser may only advertise at the government commercial rates.

It was also agreed that the joint commercial ventures by pure government clients and government commercial clients or by government clients (pure or govt. commercial) with private sector clients shall be charged at the rates whichever is higher.

*Explanation: If a pure government client of List A attempts to issue a joint advertisement in conjunction with a List B client, the advertisement shall be charged at government commercial rates. Like-wise if a government client (List A or List B ) issues a joint advertisement with private sector clients, the advertisement shall be charged at commercial tariff rates of member publications. The joint advertisement means insertion of name, postal and / or e-mail address, telephone number, product / services information or logo of a client other than the advertiser releasing the advertisement in question.*

#### **Government / Government Commercial Co-Branding**

The member publications, PID, advertisers and advertising agencies are required to strictly abide by the above agreement and the above rules. In the event a govt. advertiser / agency releases any advertisement overlapping or co-branding with clients of the other category of the rate structure, on lesser rate category, the releasing authority, i.e. the client, PID or the advertising agency as the case may be, shall have their insertion order with the applicable rates alongwith copy of the ad in question, routed through the APNS to the intended publications. The APNS if satisfied with the category of the advertiser and the rates structure mentioned in the release order shall authenticate the advertisement for publication. On failure of the releasing authority of the ad to follow the above procedure, the APNS on complaint of any member publication / advertising agency or suo moto, shall immediately suspend all the advertisements of the client and the advertising agency. In case of an advertiser with multiple agencies, all advertisements of the client through all multiple agencies will be suspended. The advertiser / agency suspended on the above violation will only be restored if it pays the difference between the rate on which the ad was released and the rate applicable to the higher category co-branding advertiser to the APNS within 72 hours of the date of insertion for all such advertisements appeared in member publications. The releasing agency shall also be liable to pay a fine of Rs.10,000/- per insertion within 10 days of the notice and forfeiture of trade discount, not exceeding 15% of the invoice calculated at higher category rate, failing which the agency will also stand suspended. This penalty is for the first violation of rules.

Any attempt by an advertiser / advertising agency to repeat such an offence after the issuance of such a circular will result in the imposition of a fine on the advertiser and the advertising agency, paying both an amount equivalent to twice the cost of the advertisement at the rate applicable to the higher category co-branding advertiser plus the difference in the cost of advertisement for each and every publication where such advertisements were inserted. The agency shall also pay a fine of Rs.20,000/- per insertion in each member publication along with the above penalty. The difference received by the APNS shall eventually go to the publications whereas the fine would go to the APNS. All trade discount, not exceeding 15% of the invoice in this respect, calculated at the rate applicable to the higher category co-branding advertiser will be

forfeited to the APNS. The fine as well as the difference in the cost of advertisement must be paid within 72 hours of the decision of the APNS. Failing which, appropriate action inclusive of suspension of the clients and agency's advertisement will be made by the APNS within 7 days of release date of such advertisement in member publications. Restoration will only be possible after the payment of fine and cost difference to APNS and an undertaking by the advertisers and the advertising agency that in future all such advertisements will be released as per above rules.

**Co-Branding among Govt. / Govt. Commercial and Private Sector Clients**

In case a government / government commercial client co-brands with a private sector client, it must pay the full commercial rates to member publications. All such advertisements will have their insertion orders with applicable rates, routed through the APNS to the intended publications. Failing this, the advertisements of such advertiser will be immediately suspended by APNS notification. In case of an advertiser with multiple agencies all advertisements of the clients through all multiple agencies will be suspended. The APNS shall take action and issue the notice of suspension of such advertiser on the complaint of any member publication in writing or a suo moto exercise of powers by the office of Secretary General. In the event, the advertiser and the advertising agency will be required to pay the difference between the List A / List B rates and commercial rates for all such advertisements on behalf of all such member publications – at their tariff rates – where such advertisements appeared within 72 hours of the date of insertion. This penalty is for the first violation of rules. The releasing agency of such an advertisement shall be liable to a fine of Rs.20,000/- per insertion and forfeiture of trade discount, not exceeding 15% of the invoice by the APNS.

Any attempt by an advertiser / advertising agency to repeat such an offence after the issuance of such a circular will result in the imposition of a fine of Rs.50,000/- per insertion in each publication, payable to APNS on the advertiser and the advertising agency, paying both an amount equivalent twice the cost of the advertisement at commercial rates plus the difference in the cost of advertisement for each and every publication where such advertisement was inserted. The difference, being the one time cost of advertisement as per commercial tariff of the publication shall eventually go to the publication whereas the remaining cost / fine would go to the APNS. All trade discount, not exceeding 15% of the invoice in this respect, calculated at the commercial tariff rate will be forfeited to the APNS. The fine as well as the difference in the cost of advertisement must be paid within 72 hours of the decision of the APNS. Failing which, appropriate action inclusive of suspension of the clients and the agency's advertisements will be made by the APNS within 7 days of release date of such advertisement in member publications. Restoration will only be possible after the payment of fine and cost difference to APNS and an undertaking by the advertisers and the advertising agency that in future all such advertisement will be released as per above rules.

If a publication does not follow the APNS procedures in the above cases, it shall be subject to both a fine of Rs.10,000/- in case of co-branding by govt. and govt. commercial clients and an amount equivalent to the cost of the advertisement calculated at govt. commercial rates of the member publication. In case of co-branding of government / government commercial clients with private sector client(s) a fine of Rs.20,000/- and an amount equivalent to cost of the advertisement at full commercial rates on the publications tariff, which will then be paid into the APNS.

15. Any or all disputes between an accredited agency and a member publication, relating to, arising from or touching the placing of business by the accredited agency with a member publication shall be referred to arbitration by the Society which through its Executive Committee shall nominate an Arbitrator or

Arbitrators. The arbitration shall be conducted in accordance with the law relating to arbitration for the time being in force.

16. In case an accredited agency contravenes any of the rules and regulations or the Code of Conduct by the Agencies given at schedule 'B' and Code of Ethics given in the Articles of Association of the Society, or fails to respond to the directives of the Executive Committee, it will become liable to any one or more of the following actions against it;
- Reduction of trade discount by a certain percentage, not exceeding 5% and for a specified period, not exceeding 3 months.
  - Suspension of credit facility.
  - Suspension of accreditation.
  - Cancellation of accreditation.
  - Encashment of bank guarantee
  - A penalty equivalent to the trade discount, not exceeding 15% of the invoice of the advertisements that have been printed in violation of the Rules of the Society and an additional fine described in Rule 14. Publication of the advertisement in every individual member publication will be treated as separate violation for the purpose of determining the fine.
17. In the event of an action stipulating cancellation of an agency's accreditation, the Society, through its President or Secretary General, shall give two weeks Show Cause Notice to the agency outlining the basis on which the cancellation of accreditation is sought to be affected. The reply/explanation submitted by the agency shall be placed before the Executive Committee for its decision and such decision shall be final and binding. Provided that during the pendency of the notice period, the agency shall not be entitled to release any business to the member publications and no member publication shall accept business from such an agency.
18. Any agency whose accreditation has been cancelled, shall not be eligible to a fresh accreditation until past errors, breaches and violations of rules have been rectified and such application shall be treated as a new application. Provided further that no agency whose accreditation has been cancelled, shall be eligible to apply afresh until a period of six months after the date of cancellation of its accreditation.
19. The accreditation of an advertising agency shall automatically stand terminated on the death of the proprietor, dissolution of the partnership or winding up of the Company, as the case may be, and also on bankruptcy or cessation of advertising practice. Provided, however, that in case of demise of the sole proprietor, the agency taken over by the family members of the deceased proprietor will be required to restructure the agency as a company. In case of partnership or company, the agency will be required to be restructured as a company. The existing partners / directors will take necessary steps for the restructuring and regularization by the APNS. The Society shall follow to consider such application as in Clause 20.
20. All changes in the ownership or management of any accredited agency shall be communicated forthwith to the Society alongwith attested copies of documents required by corporate law. The agency would also be required to revise accreditation documents as per current requirements for accreditation with the Society and pay a fee of Rs.100,000/- for regularization. The Society shall have the right to review, through its Executive Committee the continued accreditation

of the agency. The decision of the Executive Committee in this regard, shall be final.

21. Subject to the acceptance of these rules and regulations, each accredited agency shall enter into an agreement with the Society in the terms of the default agreement set out in Schedule 'B' hereto.
22. The Society reserves to itself the right to refuse accreditation to any agency without assigning reason therefore.
23. The Society shall have the power to amend, alter, delete, abrogate and substitute from time to time and as it deems desirable, the rules and regulations governing the accreditation of agencies and such amendments alterations, abrogation, deletions and substitutions shall be binding on all accredited agencies, from the date such rules are enforced by the Society.

### Clearance Schedule for Provisional Accredited Advertising Agencies

A) Last date for billing and filing statements of dues with Provisional Accredited Advertising Agencies.

Jan-Feb Clearance Period	15 <sup>th</sup> March
Mar-Apr Clearance Period	15 <sup>th</sup> May
May-Jun Clearance Period	15 <sup>th</sup> July
July-Aug Clearance Period	15 <sup>th</sup> September
Sept-Oct Clearance Period	15 <sup>th</sup> November
Nov-Dec Clearance Period	15 <sup>th</sup> January

B) Last dates for filing objections to claim of Member Publications by Provisional Accredited Advertising Agencies, in respect of discrepancies in bills/ amounts against insertion order etc. All copies of correspondence exchanged in this regard be endorsed to the APNS for records. No objection after the 15th of the respective month will be entertained:-

Jan-Feb Clearance Period	28 <sup>th</sup> March
Mar-Apr Clearance Period	28 <sup>th</sup> May
May-Jun Clearance Period	28 <sup>th</sup> July
July-Aug Clearance Period	28 <sup>th</sup> September
Sept-Oct Clearance Period	28 <sup>th</sup> November
Nov-Dec Clearance Period	28 <sup>th</sup> January

C) Last dates for filling complaints by Provisional Accredited Advertising Agencies against Clients:

Jan-Feb Clearance Period	30 <sup>th</sup> March
Mar-Apr Clearance Period	30 <sup>th</sup> May
May-Jun Clearance Period	30 <sup>th</sup> July
July-Aug Clearance Period	30 <sup>th</sup> September
Sept-Oct Clearance Period	30 <sup>th</sup> November
Nov-Dec Clearance Period	30 <sup>th</sup> January

D) Last dates for payment of claims of Member Publications by cheques for local Publications and by Pay Order or Demand Drafts for outstation Publications. Payment will be made to the authorized local business representatives/offices based in Karachi on behalf of the outstation publications:-

Jan-Feb Clearance Period	7th April	To	10th April
Mar-Apr Clearance Period	7th June	To	10th June
May-Jun Clearance Period	7th August	To	10th August
July-Aug Clearance Period	7th October	To	10th October
Sept-Oct Clearance Period	7th December	To	10th December
Nov-Dec Clearance Period	8th February	To	10th February

E) Dates for Member Publications to file their complaints against Provisional Accredited Advertising Agencies in respect of payments made by them

Jan-Feb Clearance Period	1st Stage	11th April
	2nd Stage	12th April To 16th April
	3rd Stage	17th April To 21st April
Mar-Apr Clearance Period	1st Stage	11th June
	2nd Stage	12th June To 16th June
	3rd Stage	17th June To 21st June
May-Jun Clearance Period	1st Stage	11th August
	2nd Stage	12th August To 16th August
	3rd Stage	17th August To 21st August
July-Aug Clearance Period	1st Stage	11th October
	2nd Stage	12th October To 16th October
	3rd Stage	17th October To 21st October
Sept-Oct Clearance Period	1st Stage	11th December
	2nd Stage	12th December To 16th December
	3rd Stage	17th December To 21st December
Nov-Dec Clearance Period	1st Stage	11th February
	2nd Stage	12th February To 16th February
	3rd Stage	17th February To 21st February

F) Last dates for initiating action by the APNS Secretariat on complaints of Member Publications:-

Clearance Period	Stage	Last date for payment	Date of initiate action
Jan-Feb Clearance Period	1 <sup>st</sup> Stage	15 <sup>th</sup> April	16 <sup>th</sup> April
	2 <sup>nd</sup> Stage	20 <sup>th</sup> April	21 <sup>st</sup> April
	3 <sup>rd</sup> Stage	25 <sup>th</sup> April	26 <sup>th</sup> April
Mar-Apr Clearance Period	1 <sup>st</sup> Stage	15 <sup>th</sup> June	16 <sup>th</sup> June
	2 <sup>nd</sup> Stage	20 <sup>th</sup> June	21 <sup>st</sup> June
	3 <sup>rd</sup> Stage	25 <sup>th</sup> June	26 <sup>th</sup> June
May-Jun Clearance Period	1 <sup>st</sup> Stage	15 <sup>th</sup> August	16 <sup>th</sup> August
	2 <sup>nd</sup> Stage	20 <sup>th</sup> August	21 <sup>st</sup> August
	3 <sup>rd</sup> Stage	25 <sup>th</sup> August	26 <sup>th</sup> August
July-Aug Clearance Period	1 <sup>st</sup> Stage	15 <sup>th</sup> October	16 <sup>th</sup> October
	2 <sup>nd</sup> Stage	20 <sup>th</sup> October	21 <sup>st</sup> October
	3 <sup>rd</sup> Stage	25 <sup>th</sup> October	26 <sup>th</sup> October
Sept-Oct Clearance Period	1 <sup>st</sup> Stage	15 <sup>th</sup> December	16 <sup>th</sup> December
	2 <sup>nd</sup> Stage	20 <sup>th</sup> December	21 <sup>st</sup> December
	3 <sup>rd</sup> Stage	25 <sup>th</sup> December	26 <sup>th</sup> December
Nov-Dec Clearance Period	1 <sup>st</sup> Stage	15 <sup>th</sup> February	16 <sup>th</sup> February
	2 <sup>nd</sup> Stage	20 <sup>th</sup> February	21 <sup>st</sup> February
	3 <sup>rd</sup> Stage	25 <sup>th</sup> February	26 <sup>th</sup> February

G) Schedule of Late Payment Surcharge

CI Period	No LPS	1% LPS	2% LPS	3% LPS	4% LPS
Jan-Feb	11 <sup>th</sup> April To 15 <sup>th</sup> April	16 <sup>th</sup> April To 20 <sup>th</sup> April	21 <sup>st</sup> April To 25 <sup>th</sup> April	26 <sup>th</sup> April To 30 <sup>th</sup> April	1 <sup>st</sup> May To 5 <sup>th</sup> May
Mar-Apr	11 <sup>th</sup> June To 15 <sup>th</sup> June	16 <sup>th</sup> June To 20 <sup>th</sup> June	21 <sup>st</sup> June To 25 <sup>th</sup> June	26 <sup>th</sup> June To 30 <sup>th</sup> June	1 <sup>st</sup> July To 5 <sup>th</sup> July

May-Jun	11 <sup>th</sup> Aug To 15 <sup>th</sup> Aug	16 <sup>th</sup> Aug To 20 <sup>th</sup> Aug	21 <sup>st</sup> Aug To 25 <sup>th</sup> Aug	26 <sup>th</sup> Aug To 30 <sup>th</sup> Aug	31 <sup>st</sup> Aug To 4 <sup>th</sup> Sep
Jul-Aug	11 <sup>th</sup> Oct To 15 <sup>th</sup> Oct	16 <sup>th</sup> Oct To 20 <sup>th</sup> Oct	21 <sup>st</sup> Oct To 25 <sup>th</sup> Oct	26 <sup>th</sup> Oct To 30 <sup>th</sup> Oct	31 <sup>st</sup> Oct To 4 <sup>th</sup> Nov
Sep-Oct	11 <sup>th</sup> Dec To 15 <sup>th</sup> Dec	16 <sup>th</sup> Dec To 20 <sup>th</sup> Dec	21 <sup>st</sup> Dec To 25 <sup>th</sup> Dec	26 <sup>th</sup> Dec To 30 <sup>th</sup> Dec	31 <sup>st</sup> Dec To 4 <sup>th</sup> Jan
Nov-Dec	11 <sup>th</sup> Feb To 15 <sup>th</sup> Feb	16 <sup>th</sup> Feb To 20 <sup>th</sup> Feb	21 <sup>st</sup> Feb To 25 <sup>th</sup> Feb	26 <sup>th</sup> Feb To 2 <sup>nd</sup> Mar	3 <sup>rd</sup> Mar To 7 <sup>th</sup> Mar

## Clearance Schedule for Confirmed Accredited Advertising Agencies

A) Last date for billing and filing statements of dues with Accredited Advertising Agencies.

Jan-Feb Clearance Period	15 <sup>th</sup> March
Mar-Apr Clearance Period	15 <sup>th</sup> May
May-Jun Clearance Period	15 <sup>th</sup> July
July-Aug Clearance Period	15 <sup>th</sup> September
Sept-Oct Clearance Period	15 <sup>th</sup> November
Nov-Dec Clearance Period	15 <sup>th</sup> January

B) Last dates for filing objections to claim of Member Publications by Advertising Agencies in respect of discrepancies in bills/ amounts against insertion order etc. All copies of correspondence exchanged in this regard be endorsed to the APNS for records. No objection after the 15th of the respective month will be entertained:-

Jan-Feb Clearance Period	15 <sup>th</sup> April
Mar-Apr Clearance Period	15 <sup>th</sup> June
May-Jun Clearance Period	15 <sup>th</sup> August
July-Aug Clearance Period	15 <sup>th</sup> October
Sept-Oct Clearance Period	15 <sup>th</sup> December
Nov-Dec Clearance Period	15 <sup>th</sup> February

C) Last dates for filing complaints by agencies against Clients:

Jan-Feb Clearance Period	30 <sup>th</sup> April
Mar-Apr Clearance Period	30 <sup>th</sup> June
May-Jun Clearance Period	30 <sup>th</sup> August
July-Aug Clearance Period	30 <sup>th</sup> October
Sept-Oct Clearance Period	30 <sup>th</sup> December
Nov-Dec Clearance Period	28 <sup>th</sup> February

D) Last dates for payment of claims of Member Publications by cheques for local Publications and by Pay Order or Demand Drafts for outstation Publications. Payment will be made to the authorized local business representatives/offices based in Karachi on behalf of the outstation publications:-

Jan-Feb Clearance Period	8 <sup>th</sup> May To 15 <sup>th</sup> May (before 05:00 p.m.)
Mar-Apr Clearance Period	8 <sup>th</sup> July To 15 <sup>th</sup> July (before 05:00 p.m.)
May-Jun Clearance Period	8 <sup>th</sup> Sept To 15 <sup>th</sup> Sept (before 05:00 p.m.)
July-Aug Clearance Period	8 <sup>th</sup> Nov To 15 <sup>th</sup> Nov (before 05:00 p.m.)
Sept-Oct Clearance Period	8 <sup>th</sup> Jan To 15 <sup>th</sup> Jan (before 05:00 p.m.)
Nov-Dec Clearance Period	8 <sup>th</sup> Mar To 15 <sup>th</sup> Mar (before 05:00 p.m.)

E) Date for Member Publications to file their complaints against Accredited Advertising Agencies in respect of payments made by them

Jan-Feb Clearance Period	1 <sup>st</sup> Stage	(05:00 p.m. To 09:00 p.m.)	15 <sup>th</sup> May
	2 <sup>nd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	16 <sup>th</sup> May to 22 <sup>nd</sup> May



	3 <sup>rd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	23 <sup>rd</sup> May to 28 <sup>th</sup> May )
Mar-Apr Clearance Period	1 <sup>st</sup> Stage	(05:00 p.m. To 09:00 p.m.)	15 <sup>th</sup> July
	2 <sup>nd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	16 <sup>th</sup> July to 22 <sup>nd</sup> July)
	3 <sup>rd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	23 <sup>rd</sup> July to 28 <sup>th</sup> July )
May-Jun Clearance Period	1 <sup>st</sup> Stage	(05:00 p.m. To 09:00 p.m.)	15 <sup>th</sup> Sep
	2 <sup>nd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	16 <sup>th</sup> Sep to 22 <sup>nd</sup> Sep)
	3 <sup>rd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	23 <sup>rd</sup> Sep to 28 <sup>th</sup> Sep )
July-Aug Clearance Period	1 <sup>st</sup> Stage	(05:00 p.m. To 09:00 p.m.)	15 <sup>th</sup> Nov
	2 <sup>nd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	16 <sup>th</sup> Nov to 22 <sup>nd</sup> Nov)
	3 <sup>rd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	23 <sup>rd</sup> Nov to 28 <sup>th</sup> Nov )
Sept-Oct Clearance Period	1 <sup>st</sup> Stage	(05:00 p.m. To 09:00 p.m.)	15 <sup>th</sup> January
	2 <sup>nd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	16 <sup>th</sup> Jan to 22 <sup>nd</sup> Jan)
	3 <sup>rd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	23 <sup>rd</sup> Jan to 28 <sup>th</sup> Jan )
Nov-Dec Clearance Period	1 <sup>st</sup> Stage	(05:00 p.m. To 09:00 p.m.)	15 <sup>th</sup> March
	2 <sup>nd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	16 <sup>th</sup> Mar to 22 <sup>nd</sup> Mar)
	3 <sup>rd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	23 <sup>rd</sup> Mar to 28 <sup>th</sup> Mar )

F) Last dates for initiating action by the APNS Secretariat on complaints of Member Publications:-

Clearance Period	Stage	Last date for payment	Date of initiate action
Jan-Feb Clearance Period	1 <sup>st</sup> Stage	22 <sup>nd</sup> May	23 <sup>rd</sup> May
	2 <sup>nd</sup> Stage	29 <sup>th</sup> May	30 <sup>th</sup> May
	3 <sup>rd</sup> Stage	6 <sup>th</sup> June	7 <sup>th</sup> June
Mar-Apr Clearance Period	1 <sup>st</sup> Stage	22 <sup>nd</sup> July	23 <sup>rd</sup> July
	2 <sup>nd</sup> Stage	29 <sup>th</sup> July	30 <sup>th</sup> July
	3 <sup>rd</sup> Stage	6 <sup>th</sup> August	7 <sup>th</sup> August
May-Jun Clearance Period	1 <sup>st</sup> Stage	22 <sup>nd</sup> September	23 <sup>rd</sup> September
	2 <sup>nd</sup> Stage	29 <sup>th</sup> September	30 <sup>th</sup> September
	3 <sup>rd</sup> Stage	6 <sup>th</sup> October	7 <sup>th</sup> October
July-Aug Clearance Period	1 <sup>st</sup> Stage	22 <sup>nd</sup> November	23 <sup>rd</sup> November
	2 <sup>nd</sup> Stage	29 <sup>th</sup> November	30 <sup>th</sup> November
	3 <sup>rd</sup> Stage	6 <sup>th</sup> December	7 <sup>th</sup> December
Sept-Oct Clearance Period	1 <sup>st</sup> Stage	22 <sup>nd</sup> January	23 <sup>rd</sup> January
	2 <sup>nd</sup> Stage	29 <sup>th</sup> January	30 <sup>th</sup> January
	3 <sup>rd</sup> Stage	6 <sup>th</sup> February	7 <sup>th</sup> February
Nov-Dec Clearance Period	1 <sup>st</sup> Stage	22 <sup>nd</sup> March	23 <sup>rd</sup> March
	2 <sup>nd</sup> Stage	29 <sup>th</sup> March	30 <sup>th</sup> March
	3 <sup>rd</sup> Stage	6 <sup>th</sup> April	7 <sup>th</sup> April

G) Schedule of Late Payment Surcharge

CI Period	No LPS	1% LPS	2% LPS	3% LPS	4% LPS
Jan-Feb	16 <sup>th</sup> May To 22 <sup>nd</sup> May	23 <sup>rd</sup> May To 29 <sup>th</sup> May	30 <sup>th</sup> May To 6 <sup>th</sup> Jun	7 <sup>th</sup> Jun To 14 <sup>th</sup> Jun	15 <sup>th</sup> Jun To 22 <sup>nd</sup> Jun
Mar-Apr	16 <sup>th</sup> July To 22 <sup>nd</sup> July	23 <sup>rd</sup> Jul To 29 <sup>th</sup> Jul	30 <sup>th</sup> Jul To 6 <sup>th</sup> Aug	7 <sup>th</sup> Aug To 14 <sup>th</sup> Aug	15 <sup>th</sup> Aug To 22 <sup>nd</sup> Aug
May-Jun	16 <sup>th</sup> Sep To 22 <sup>nd</sup> Sep	23 <sup>rd</sup> Sep To 29 <sup>th</sup> Sep	30 <sup>th</sup> Sep To 6 <sup>th</sup> Oct	7 <sup>th</sup> Oct To 14 <sup>th</sup> Oct	15 <sup>th</sup> Oct To 22 <sup>nd</sup> Oct
Jul-Aug	16 <sup>th</sup> Nov To 22 <sup>nd</sup> Nov	23 <sup>rd</sup> Nov To 29 <sup>th</sup> Nov	30 <sup>th</sup> Nov To 6 <sup>th</sup> Dec	7 <sup>th</sup> Dec To 14 <sup>th</sup> Dec	15 <sup>th</sup> Dec To 22 <sup>nd</sup> Dec
Sep-Oct	16 <sup>th</sup> Jan To 22 <sup>nd</sup> Jan	23 <sup>rd</sup> Jan To 29 <sup>th</sup> Jan	30 <sup>th</sup> Jan To 6 <sup>th</sup> Feb	7 <sup>th</sup> Feb To 14 <sup>th</sup> Feb	15 <sup>th</sup> Feb To 22 <sup>nd</sup> Feb
Nov-Dec	16 <sup>th</sup> Mar To 22 <sup>nd</sup> Mar	23 <sup>rd</sup> Mar To 29 <sup>th</sup> Mar	30 <sup>th</sup> Mar To 6 <sup>th</sup> Apr	7 <sup>th</sup> Apr To 14 <sup>th</sup> Apr	15 <sup>th</sup> Apr To 22 <sup>nd</sup> Apr

آل پاکستان نیوز پیپرز سوسائٹی

## Requirements for Accreditation

- Application on prescribed form, which can be had from the APNS Secretariat on Payment of Rs.1,000/-

The applicant agency must be in active operation as an associated agency for at least 6 months.

Following be sent along with the application:

\* In case of owned premises, please provide documentary evidence. In case of rental premises, please provide a copy of the Rent Agreement and a copy of the last rent paid receipt.

\* Pay Order for Entrance fee, Rs.50,000/-

(includes non-refundable processing fees of Rs.10,000/-)

\* Pay Order for Annual Accreditation fee, Rs.25,000/-

\* Bank Guarantee on prescribed form for Rs.2.5 million to be enhanced to Rs.2.5 million more at the time of applying for confirmation of accreditation.

\* Personal Surety of Directors/Proprietors on prescribed form.

\* Business and clearance certificate of member publications for placement of minimum Business of Rs.50 lacs within 12 months of the date of application.

\* Bank statement of the agency for last six months.

\* Minimum 5 appointment letters of its clients addressed to the APNS.

\* An undertaking to place business in member publications for Rs.5 million during every year.

\* Bio-data of Directors/Proprietors. Mention previous experience, if any in the field of advertising / marketing and, or any association with an advertising agency.

\* Constitution of the Company.

In case of sole proprietorship, please provide :

- Documentary evidence of proprietorship
- Copy of NIC

In case of partnership, please provide :

- Partnership Deed
- Copy of National Identity Card of Partners.
- Copies of Certificate of Registration of Partnership Deed issued by Registrar of firms.

In case of Limited Company, please provide:

- Copies of the Memorandum of Association and Articles of Association
- Copies of Certificate of incorporation issued by the Registrar of Companies.
- Copy of National Identity Card of Directors.

\* Adequate and skilled staff.

آل پاکستان نیوز پیپرز سوسائٹی

## Requirements for Associateship

- Associateship shall be granted to advertising agencies doing business with APNS member publications. Agencies dealing with classified ads or booking agents do not qualify for associateship. These agencies will be allowed trade discount. The Associate agencies will not be allowed to handle govt. advertising.

**Credit Period:** The associate agencies will submit their releases along with post-dated cheques of 60 days.

Application on prescribed form, which can be had from the APNS Secretariat on Payment of Rs.1,000/-

Following be sent alongwith the application:

\* In case of owned premises, please provide documentary evidence. In case of rental premises, please provide a copy of the Rent Agreement and a copy of the last rent paid receipt.

\* Pay Order for entrance fee for Associateship, Rs.25,000/-  
(includes non-refundable processing fees of Rs.10,000/-)

\* Pay Order for Annual Associateship fee, Rs.15,000/-

\* Bank Guarantee on prescribed form for Rs.1.5 million

\* Personal Surety of Directors/Proprietors on prescribed form.

\* Business and clearance certificate of member publications for placement of Business by the agency.

\* Appointment letters of its clients addressed to the APNS.

\* Bank statement of the agency for last six months.

\* Bio-data of Directors/Proprietors. Mention previous experience, if any in the field of advertising / marketing and, or any association with an advertising agency.

\* Constitution of the Company.

In case of sole proprietorship, please provide :

- Documentary evidence of proprietorship
- Copy of NIC

In case of partnership, please provide :

- Partnership Deed
- Copy of National Identity Card of Partners.
- Copies of Certificate of Registration of Partnership Deed issued by Registrar of firms.

In case of Limited Company, please provide:

- Copies of the Memorandum and Articles of Association
- Copies of Certificate of incorporation issued by the Registrar of Companies.

- Copy of National Identity Card of Directors.

\* Adequate and skilled staff.

**PROFORMA MEANT FOR BANK GUARANTTEE TO BE PROVIDED ON  
NON-JUDICIAL STAMPED PAPER FOR RS.100/-**

( FOR ACCREDITATION / ASSOCIATESHIP)

All Pakistan Newspapers Society,  
ST-1/E, Block No.16, KDA Scheme No.36  
Gulistan-e-Jauhar, Karachi.

Dear Sirs,

The Executive Committee of the All Pakistan Newspapers Society having agreed to accredit M/s..... for the purpose of placement of Orders for advertising on its member publications, for brevity called the Advertising Agency, on the terms and conditions governing such accreditation and our agreeing to guarantee payment waived their demand of security deposit of Rs..... (Rupees ) for the performance of the terms and condition of accreditation, we hereby agree:

To make an unconditional payment of Rs..... (Rupees ) being the amount of Security deposit referred to above to the All Pakistan Newspapers Society on demand without any reference to Advertising Agency in question. The Bank's liability under this Bond shall in any case not exceed the sum of Rs..... (Rupees ). This Bond shall remain valid until ..... and the Bank will be discharged and released from its liabilities hereunder unless a Claim is lodged before the expiry of the said expiry date.

To keep this guarantee in force till .....

Yours faithfully,

آل پاکستان نیوز پیپرز سوسائٹی

**PROFORMA MEANT FOR PERSONAL SURETY BY DIRECTORS / PROPRIETORS  
OF APPLICANT AGENCIES  
(ON NON-JUDICIAL STAMP PAPER OF Rs. 50/-)**

( FOR ACCREDITATION / ASSOCIATESHIP)

The Secretary General,  
All Pakistan Newspapers Society,  
Karachi.

Dear Sir,

With reference to our application for accreditation of our agency i.e. M/s..... by All Pakistan Newspapers Society and in addition to the Bank Guarantee for Rs..... (Rupees ..... ) only by us, we the undersigned i.e.

- ALL PAKISTAN NEWSPAPERS SOCIETY
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  5. \_\_\_\_\_

All directors/partners of the advertising agency mentioned above, do hereby undertake solemnly and jointly to liquidate and pay any outstanding amounts of member publications of All Pakistan Newspapers Society against our above mentioned advertising agency over and above the amount of Bank Guarantee of Rs...../- (Rupees ..... only).

Yours faithfully,

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

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### SPECIAL SUPPLEMENT RULES

- 1) The sponsoring agency of a special supplement will be required to provide authority letter of the clients consent and undertaking by the agency to share 50% of trade discount with participating agencies on the advertisements contributed by them in the supplement at least 7 days before the date of supplement.
- 2) The sponsoring agency shall guarantee volume of supplement in each member publication and in case of failure to meet the guaranteed volume, shall be liable to pay the unutilized space, if any.
- 3) It shall be the responsibility of the agency / clients to provide advertisement and material as per ratio agreed mutually by member publication and the sponsoring agency.
- 4) The sponsoring agencies shall be entitled for their trade discount, not exceeding 15% of the invoice on the supplements regularized and circulated by the APNS. Those member publications not included in the list contained by the circular on special supplement, if arrange a supplement by their own efforts, the sponsoring agency shall have no entitlement of trade discount, not exceeding 15% of the invoice on such supplement.
- 5) The minimum volume of special supplement in no case shall be less than two pages.
- 6) It shall be the sole responsibility of the sponsoring agency to supply material in the language of the publication and lay out etc., three days before the date of issue. In case of failure on the part of the agency, it shall not be entitled for trade discount, not exceeding 15% of the invoice.
- 7) The participating agencies to the supplement shall be required to issue their own release orders to member publications and the member publications will send their bills directly to the concerned participating agency who will be responsible for making payment against their advertisements directly to member publications deducting their share of 50% trade discount, not exceeding 15% of the invoice.
- 8) The sponsoring agency shall be entitled to 50% trade discount, not exceeding 15% of the invoice on the advertisements acquired by member publications themselves or through accredited agencies on their listed clients.
- 9) Member publications shall be responsible to abide by the agreement reached by them with the sponsoring agency.

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## PROCEDURE FOR APPOINTMENT OF AGENCY BY THE CLIENTS

The Rules and Regulations for accreditation and conduct of advertising agencies require that agencies must provide the Society, the appointment letters of their clients for enlistment. The specimen for appointment letter and the procedure is given hereunder :

**(Specimen for Appointment Letter to be typed on the letterhead of the client)**

The Secretary General,  
All Pakistan Newspapers Society,  
Plot No. ST-1/E, Block No.16,  
KDA Scheme No.36,  
Gulistan-e-Jauhar,  
Karachi.

Dear Sir,

We are pleased to inform you that we have appointed M/s.....  
..... as our sole advertising agents to handle our publicity in the  
press.

We have so far not appointed any advertising agency to advertise our account / we  
enclose herewith a clearance certificate issued by our existing agency,  
M/s.....

We hereby undertake to clear the dues of the agency within 60 days of the date of the  
advertisement and adhere to the rules and regulations of the APNS in force and  
amended from time to time. We further undertake to abide by the decisions of the APNS  
in case of any dispute with the agency or member publications of the APNS.

We agree to place a minimum business of Rs.500,000/- per annum to your member  
publications.

Thanking you,

Yours faithfully,

( Authorized Signature & Seal )

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## A. Rules and Guidelines for Appointment by Clients

1. The appointment letter on the official letterhead of the clients, should be addressed to the Secretary General, APNS and forwarded to APNS Secretariat in original. No Photostat will be entertained. No appointment by group of companies will be acceptable, as each company should send appointment letter separately.
2. The client should undertake that their advertisements to the APNS member publications will not be less than 500,000/- per annum.
3. If the client is already listed under any accredited agency or intend to change the agency, the Society may require the client to obtain a clearance certificate from the previous agency to the effect that there are no dues outstanding against the client pertaining to advertising with member publications.
4. In case the clearance certificate of the outgoing agency is not provided with the appointment letter for the new agency, the APNS Secretariat will ask the outgoing agency to send its clearance / objection if any, within 7 days, failing which, the appointment would be regularized by the Society. However, if a claim of outstanding dues relating to member publications, is received by the Society it would arrange settlement / arbitration among the clients and the outgoing agency and the clearance would be issued after settlement / decision of the Society. The decision of the Society in this regard would be final.
5. In case the client appoints an additional agency / agencies, the clients will provide NOC from the existing advertising agents, alongwith the bifurcation of account among the advertising agencies on their panel, clearly specifying the products / nature of ads to be advertised by each agency.
6. If a dispute is established on issuance of the clearance certificate / NOC, the APNS Secretariat may issue a provisional clearance on receipt of payment of the disputed amount as trust-money by the clients for arbitration by the APNS. In such cases the outgoing agency shall not be entitled to trade discount, not exceeding 15% of the invoice on ads published after the provisional clearance / NOC issued by the Society.
7. The advertising agencies should not release the advertisements of the clients till the appointment is regularized and circulated by the APNS Secretariat.
8. If an agency is suspended on default, all listed clients of the agency would stand suspended and their ads will not be accepted by member publications. However, if a client of a suspended agency intends to change the agency, it would be required to provide the NOC of the agency alongwith documentary evidence i.e. last statement of the agency with cheque number and bank certificate to prove that the payment has been made and there is nothing outstanding against the clients or pay the amount they still owe to the agency of the APNS. On verification from member publications, the name of the client will be deleted from the list of suspended agency.

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## SCHEDULE C

### B. RULES FOR BIFURCATION OF ADVERTISING ACCOUNTS

**1.** As far as possible bifurcation shall be discouraged except in case where a client (department/organization) spends more than one million for bifurcated account in Print Media. The clients may bifurcate their account for different media i.e. T.V., Radio or print media. However, no client shall be allowed to appoint more than three agencies for dealing its account in the print media.

**2.** The clients shall be required to clearly specify the products or the nature of ads to be handled by the agencies on the panel to the satisfaction of the APNS. No bifurcation on area/region basis shall be allowed. The bifurcation of account for temporary basis shall not be entertained.

**3.** The appointment of additional agency shall only be regularized by the APNS, if the No Objection Certificates of the existing agencies are provided alongwith the bifurcation of account. The No Objection Certificate will also be required in case of new products/services.

**4.** No Services such as Hotels, Airlines etc. will be bifurcated. Only clients handling multiple but distinguishable services can bifurcate their account clearly specifying the nature of services handled by each agency. Those clients which handle both products as well as services may bifurcate their account appointing an agency for their products and the other agency for their services.

**5.** A client having an accredited agency on its panel cannot appoint a non-accredited agency as an additional agency to share its account.

**6.** The member publications of the APNS shall not publish and the advertising agencies /clients shall not release the ads of bifurcated account until the bifurcation requirements noted above are completed by the clients and regularized and circulated by the APNS.

**7.** While making a bifurcation, or while evaluating an existing bifurcation, ONE agency shall be listed, among these bifurcations, for products and/ or services as a residual agency. This implies that residual agency is responsible for releasing all non-brand advertising including corporate, jobs wanted (where no brands are listed ) and any other advertising not listed under the bifurcation.

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## ADVERTISEMENT RULES AND CODE OF ETHICS

1. That Society, through its members, undertakes to use all possible measures to develop the qualitative and quantitative factors of the publications so as to render the best possible service to the public and to advertisers.
2. All advertising agencies shall take all reasonable precautions to ensure that all advertising released by them is legal, decent, clean, honest and truthful and that such advertising is in respect of goods or services prepared with a sense of responsibility to consumers and to society.
3. The advertising agencies/ advertisers, before releasing an advertisement for publication, must have documentary evidence to prove all claims, whether direct or implied, that are capable of objective substantiation and it will be required to be provided to the APNS on demand.
4. The advertisers should assure that no advertisement should mislead by inaccuracy, ambiguity, exaggeration, omission or otherwise. No advertisement should so closely resemble any other product/advertisement that it misleads or causes confusion.
5. No advertisement should make unfair use of the goodwill attached to the trademark, name, brand or the advertising campaign of any other advertisers.
6. No advertisement should contain anything that is likely to cause serious or wide spread offence or fear or distress among its readers without good reason.
7. The advertiser should not unfairly attack or discredit other businesses or products.
8. No advertisement will be accepted which in any way advertise prescription - only medicines in the lay press unless authorized by the Ministry of Health. However, such advertisements may be published by medical and allied publications meant for medical practitioners.
9. Any advertisement intending to influence public opinion in favor of or against any political party / group or electoral candidate must not contain anything that breaks the law or incites any one to break it. Personal attacks on the candidates should also be avoided and only the policies or manifestos should be referred to.
10. No advertisement will be accepted containing claims or illustrations which are distorted or exaggerated in such a manner as to convey false impressions or containing "knocking copies" of direct nature.
11. All monies due from the Advertising Agency to the members of the Society shall be payable at the place of publication of the member newspaper and only the appropriate court at the place of publication or any of its notified establishments for this purpose shall have the jurisdiction in the case of any dispute or legal proceedings. In the event of any dispute or difference between the members of the Society and the accredited advertising agency and the advertisers, arising out of or in connection with the contract or order of insertion or a bill in connection therewith, or otherwise, the same would be referred to an arbitrator who may be nominated by APNS if both parties agree. Otherwise, disputes would be settled in accordance with the Arbitration Act.
12. Member publications shall not favor direct advertisers by giving them better facilities such as lower rates, longer credit periods, preferential positions, trade discount, discounts and supplying artwork at nominal rates.
13. In case space contracted for is not fully utilized, space consumed shall be paid for at the rate applicable to such space which was in force at the date of contract as per Rate Card of the publication.
14. The members of the Society shall be free to approach clients of advertising agencies for the purpose of procuring advertisement business. However all such business will be routed through the appointed agency and the agency will be entitled to trade discount, not exceeding 15% of the invoice, if client listed under the agency, as per the Rules of the Society.
15. The members of the Society may in their discretion allow concession on advertisements published in their publications by other members of the Society.
16. The members of the Society may in their discretion allow concession on advertisements relating to charitable and Public Service organizations.
17. The advertiser shall pay dues to the advertising agency, not later than 45 days from, the date of issue of Agency Invoices. Where an advertiser fails to pay and in consequence the agency is unable to pay publications, APNS upon being authentically informed by the Agency and being so satisfied will advise its member publications to suspend the advertisements of the concerned advertiser, until payment is realized. This is without prejudice to the agency's clear liability to pay its dues even if its clients have not paid.

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