



# All Pakistan Newspapers Society

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Ref: APNS/2011/192

October 14, 2011

**To: All Member Publications  
All Accredited / Associate Advertising Agencies**

Dear Sirs,

Please refer our Circular No.APNS/2011/190 dated October 14, 2011 regarding circulation of appointment of clients including Sindh Govt. clients.

We have to inform you that in a meeting between APNS and the Sindh Information held on Sept. 16, 2011, following decisions were taken :

1. The Sindh Information after due process, will approve / appoint the accredited advertising agencies for Sindh Government departments / organizations.  
On the proposal of APNS, it was agreed that the agencies so appointed will be given equal business by the Sindh Information to avoid monopolistic practices.
2. The agencies will be appointed for display ads only whereas the classified ads will be directly released by Sindh Information.
3. The appointment will be communicated to APNS on receipt of which the APNS will enlist the appointment.
4. The change of agency will be effected after clearance certificate of the agency and the Sindh Information will not release the ads through any other source.
5. Sindh Information will ensure payment of invoices of advertising agencies for display ads within due course of time whereas for classified ads the payment will be made to newspapers directly by the Sindh Information.
6. In case of complaint to APNS of delayed payment to advertising agencies, the matter will be referred to Sindh Information and a joint meeting will be held to settle the issue.
7. The APNS will issue letters to agencies to inform the dues against their present listed Sindh Government clients with invoices, release orders and other supporting documents by September 30, 2011. The claims so received will be sent to the Sindh Information for settlement.
8. The APNS and the Sindh Information will hold joint meetings regularly on monthly basis.

In view of the above, the agencies handling Sindh Govt. clients (Sr.# 16 to Sr.# 25 in the above circular) would release only display advertisements and the classified ads would be issued directly through Sindh Information Department.

This is for your information and compliance.

Thanking you,

Yours faithfully,

-s/d-

( Sarmad Ali )  
Secretary General