



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2022/116

October 17, 2022

All Accredited Advertising Agencies.

Sub: Complaint of non-payment by not listed clients.

Dear Sirs,

We have noted that some accredited agencies of APNS lodge their complaints of outstanding dues against the clients which are not listed with APNS as their clients.

We refer Rule 13 of the Rules and Regulations Governing Conduct of Advertising Agencies; which reads as under:

“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”

All accredited agencies are advised in their own interest to obtain appointment letters from their clients and get these enlisted with the APNS before releasing the ads of the clients. Please note that without regularization, the APNS will not be able to help the accredited agencies in recovery of the outstanding dues against the clients not listed / regularized by the APNS.

Thanking you,

Yours faithfully,

(Dr. Tanvir A. Tahir)
Executive Director
APNS

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