



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
Tel: 34012491-4, Fax: 34012495, email: apns@apns.com.pk, web:www.apns.com.pk

APNS/ 2025/55

April 30, 2025

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

Subject: Implementation of Late Payment Surcharge

Dear Sirs,

The Office Bearers Committee (OBC) of the APNS at its meeting held on April 18, 2025 have noted that some advertising agencies do not respond for long after suspension. Further, the imposition of Late Payment Surcharge as envisaged in the APNS Clearance Rules vide circular no. APNS / 2017/32 dated March 13, 2017 was not being implemented which had provided “a Late Payment Surcharge of 1% Per Week payable by the agencies who fail to clear the reported dues by the last date of clearance month”.

The OBC after some discussion has decided the following:

- 1) If an agency remains suspended for 3 months during a calendar year, it will be restored on upfront payment of Late Payment Surcharge of 3% if the schedule of payments is beyond one month and within 6 months, 4% if the schedule is up to 12 months and 5% if the schedule period is beyond 12 months.
- 2) **Agencies Suspended for more than one year:**
The agencies which are already under suspension will provide 5% Late Payment Surcharge against verified dues of member publications along with Schedule of Payment

The above decisions will be effective from Jan-Feb, 2025 Clearance.

Thank you.

Yours faithfully,

(Muhammad Athar Kazi)

Secretary General
A P N S