



# All Pakistan Newspapers Society

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February 19, 2014

**To: All Accredited Advertising Agencies**

**Sub: Violation of APNS Accreditation Rules**

Dear Sirs,

The Executive Committee of the All Pakistan Newspapers Society at its meeting held on February 15, 2014 noted that the APNS is making all out efforts to bailout the advertising agencies from the liquidity crunch and recover their dues from the Federal government clients, even at the cost of APNS member publications. However, some accredited advertising agencies were not reciprocating and are indulged in malpractices; consistently violating the APNS rules of accreditation which have resulted in a chaos in the advertising industry.

The Executive Committee observed that some advertising agencies release advertisements of clients, suspended by the APNS, to APNS member publications and mainly to non-APNS publications thus, negating the objective of the suspension of clients. You would appreciate that normally, the clients are suspended by APNS on their default towards the payment of advertising agencies and the release of ads of such clients, damage their own long term interests.

The members also noted that some accredited advertising agencies release the ads of clients for which, DROs were issued in favor of a suspended agency and thus indulge in third-party-business, which is a gross violation of APNS rules.

There are reports that some advertising agencies do not lodge their claims against the default of their clients as per clearance schedule of the Society, but, on termination by the clients or appointment of another agency, the old dues are claimed which becomes practically impossible for APNS to reconcile for clearance and thus the advertising of the clients stands stopped forcing them to opt for other ways violating the APNS rules and practices in the industry.

The Executive Committee has desired to request all concerned advertising agencies to refrain from such malpractices and violations, failing which, the APNS Secretariat has been directed to strictly proceed as per accreditation rules. Those agencies which are found involved in the above violations, would not only be strictly penalized but the APNS will withdraw the facility for recovery of their pending claims against the clients.

We hope that in the long terms interests of the industry, the accredited advertising agencies, will follow the above directives in letter and spirit.

Thanking you,

Yours faithfully,

-s/d-

( Masood Hamid )  
Secretary General  
APNS