



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref:APNS/2013/266

December 21, 2013

To: All Accredited Advertising Agencies

Sub: Old Outstanding dues of the Agencies against the Clients

Dear Sirs,

We have noted that the some advertising agencies send their claims against the clients for old payments even many years old. The APNS sent a goodwill gesture entertained such claims but the recovery process entails many problems including provision of documentation and reconciliation . The delayed complaint results in delaying payments for clients.

The rule 9 (a) read as under:

“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”.

The clearance schedule provides following last dates for filing complaint by agencies against their clients:

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

We request you to kindly adhere to the above rule strictly in future old claims would not be entertained by the APNS Secretariat.

Thanking you,

Yours faithfully,
-s/d-

(Masood Hamid)
Secretary General, APNS