



All Pakistan Newspapers Society

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Ref: APNS/2013/162

July 27, 2013

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

Sub: Claims of Agency Commission on the Ads of Sindh Govt. Deptt.

Dear Sirs,

We have noted that some advertising agencies are deducting agency commission on the advertisements of Sindh Govt. which were published during the period of January 2012 to March 2013.

We invite your attention towards our Circular No.APNS/2011/36-A dated July 18, 2011 wherein we had advised :

- All accredited advertising agencies to get the appointment of their provincial government clients authenticated by Sindh Information Department before July 31, 2011 else, the clients will be delisted and no claim of agency commission will be entertained.
- The agencies will be entitled for the agency commission only on the advertisements of these clients, the appointment of which are authenticated by the Sindh Information and duly circulated by APNS.

In view of the above, the agencies are not entitled agency commission on the ads of clients not authenticated by Sindh Information and circulated by APNS. Further, in case of direct publication of ads of listed and authenticated clients, the agencies may lodge their claim with the APNS as soon as the ad is published. The claims for ads published in the past, would not be entertained.

You would appreciate that the agencies can only deduct agency commission on approval of the claim by the APNS.

Thanking you,

Yours faithfully,

-s/d-

(Masood Hamid)
Secretary General
APNS