



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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March 1, 2013

To: All Member Publications

Sub: Political Advertisements on Cash Basis

Dear Sirs,

You would appreciate that the election process in the country has started and with the induction of caretaker governments in Federal as well as provinces, the electioneering and political advertisements would start appearing in member publications through advertising agencies as well as directly by the candidates or their supporters.

The member publications and accredited advertising agencies are aware that it becomes very difficult to recover payment of the bills from those advertisers who do not regularly advertise or are seasonal advertisers. The political parties and personalities normally, place their advertisements in the election year and in case of default, the dues cannot be recovered by suspension of their ads by the APNS. Keeping in view of the experiences by advertising agencies and member publications for delayed payments of political advertisements appeared in the last elections, we have decided to advise all member publications and accredited advertising agencies to accept / release all the political advertisements and election campaigns routed through any source on cash basis only.

Please note that no complaint of non-payment of bills relating to political / election campaigns from advertising agencies and member publications will be entertained.

Thanking you,

Yours faithfully,

-s/d-

(Masood Hamid)
Secretary General
APNS

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