



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2020/48

June 01, 2020

To: All Member Publications

Sub: SOPs Federal Government Advertising APNS Clearance Schedule

Dear Sir,

This refers to the Notification No.15(31)/2018-P-I dated May 13, 2020 issued by Ministry of Information & Broadcasting, Islamabad regarding the procedure of display and classified advertisements which states as under:

Display advertisements will be released through advertising agencies. The payment of 85% of advertisement bill shall be made by clients directly to newspapers while 15% payment of advertising agencies commission shall be made separately to concerned advertising agencies.

Classified advertisements will be issued through PID. The payment of 100% of the advertisement bill shall be made directly to the newspaper by respective clients.

In light of the above changed procedure of release of ads, we request you to observe the following clearance schedule for classified ads:

Clearance Schedule for Classified Ads

Clearance Period	Last Date of Billing	Payment Date by Client	Complaint	Date of Action
January	7 th Feb	14 th Apr	15 th Apr	30 th April
February	7 th Mar	14 th May	15 th May	31 st May
March	7 th Apr	14 th Jun	15 th Jun	30 th June
April	7 th May	14 th Jul	15 th Jul	31 st July
May	7 th Jun	14 th Aug	15 th Aug	31 st August
June	7 th Jul	14 th Sep	15 th Sep	30 th September
July	7 th Aug	14 th Oct	15 th Oct	31 st October
August	7 th Sep	14 th Nov	15 th Nov	30 th November
September	7 th Oct	14 th Dec	15 th Dec	31 st December
October	7 th Nov	14 th Jan	15 th Jan	31 st January
November	7 th Dec	14 th Feb	15 th Feb	28 th February
December	7 th Jan	14 th Mar	15 th Mar	31 st March

Member publications are requested to submit their bills i.e. 3 copies of invoices with release order issued by PID and newspaper carrying the advertisement at the PID office, which has issued the R.O by the date of billing, outlined above.

For Classified Advertisement, please follow the above procedures and send us your complaints against the clients who do not pay the dues by the last date of payment as per format:

S.No	Name of Client	PID R.O No.	Date of Insertion	Amount

Please note that the clearance schedule for classified ads will be effective from ___April 01, 2020.

For Display Advertisement, please follow the deadlines as per existing clearance schedule and send your complaints against the clients of advertising agencies as per the following format:

S.No	Name of Agency	Name of Client	R.O No.	Date of Insertion	Amount

Thanking you,

Yours faithfully

(Sarmad Ali)
Secretary General