



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
Tel: 34012491-4, Fax: 34012495, email: apns@apns.com.pk, web:www.apns.com.pk

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July 1, 2020

**To: All Member Publications**

**Sub: Clearance of Digital Media Outlets of Member Publications**

Dear Sirs,

The Executive Committee of the APNS by circulation, has agreed to the proposal of the Secretary General to extend clearance facility to the digital outlets / properties of member publications. The proposal stated that the member publications are facing issues related to digital advertising clearance and require services of APNS for the clearance of their digital media dues.

The Executive Committee has therefore, decided to extend clearance facilities to the digital platforms / properties i.e. websites, facebook, youtube or any other property in the name of member publications. Following rules and procedures for Digital Media Clearance will be observed :

- 1) All those member publications who are interested in availing clearance facility, are requested to apply for enlistment of their digital property / properties with the APNS Secretariat on the enclosed Enlistment Form. The member publication has to pay the following fee for enlistment of each individual property for clearance :
  - a) Non-refundable application fee Rs.10,000/-
  - b) Enlistment fee Rs.50,000/-
  - c) Annual subscription fee for each property
    - For Metro A Publications Rs.25,000/-
    - For Metro B Publications Rs. 5,000/-
    - For Regional dailies Rs. 2,500/-
    - For Periodicals Rs. 2,000/-
- 2) The application for enlistment, will be considered and approved by the Digital Media Committee formed by the APNS Executive Committee from time to time.
- 3) The digital properties of member publications enlisted by the Digital Media Committee, will operate under the rules for clearance as outlined for member publications. They would be required to abide by the clearance rules and in case of violation, the action will be taken as per violation rules meant for member publications.
- 4) The APNS Secretariat will inform all the accredited agencies about the APNS clearance system for digital advertising for their companies / wings / departments.
- 5) The non-accredited digital advertising agencies operating independently, will be advised to enroll with the APNS as associated digital agencies.
- 6) The member publications will accept digital advertising through the associate digital agencies only.
- 7) Clearance system will remain exactly the same as of print media advertising.

We request all member publications having digital platforms to apply for enlistment by July 15, 2020. Please download Application Form from the APNS website link i.e. <http://www.apns.com.pk/downloads.php>

Thanking you,

Yours faithfully,

( Sarmad Ali )  
Secretary General