



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

Ref: APNS/2020/35

April 04, 2020

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

Sub: Release / Acceptance of Ads of not listed Clients

Dear Sirs,

We have learnt that PID Islamabad has stopped issuing PID numbers to the accredited advertising agencies and they are trying to release those advertisements through other source. This would not only result in non-payment of invoices of agencies by clients but it would also affect the effectiveness of the clearance system. Further in this case, the APNS would not be able to facilitate in recovery of dues of agencies from clients not listed with them.

The accredited agencies and member publications would appreciate that the publication of advertisements of a listed client / allocation of an accredited agency through some other agency, source or arrangement, is a violation of APNS rules which provides a penal action by the Society.

Member publications are hereby advised to strictly follow the client listing and not to accept the ads of listed client / allocation of an advertising agency through other source. Please note that disciplinary action will be taken against violating publications / advertising agencies.

Thanking you,

Yours faithfully,

-s/d-

(Dr. Tanvir A. Tahir)
Executive Director
APNS

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