



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/2013/122

June 04, 2013

To: All Member Publications

Sub: Outstanding Dues against Election Campaigns / Advertisements

Dear Sirs,

We have observed that some advertising agencies have not paid invoices of member publications pertaining to the advertisements of political parties during their election campaigns in April and May, 2013.

The member publications and advertising agencies were advised vide our Circular No.APNS/2013/71 dated March 21, 2013 to accept / release advertisements of political parties for the election campaigns through postdated cheques upto May 01, 2013 and thereafter by current cheques. However, it has been reported that some member publications and advertising agencies have not followed the directives which were issued in their own interest. However to facilitate member publications, the APNS Secretariat will help in recovery of the outstanding dues.

We hereby request all member publications to send us a statement of their outstanding dues relating to election advertisements as per following format :

<u>Invoice No. & Date</u>	<u>R/O #</u>	<u>Client</u>	<u>Ad Agency</u>	<u>Amount</u>	<u>Postdated / dishonored Cheques, if any</u>
-------------------------------	--------------	---------------	------------------	---------------	---

The member publications are requested to provide the above statement by June 08, 2013 positively alongwith copies of invoices, release orders and postdated / dishonored cheques so that the matter be taken up with the concerned agencies.

Thanking you,

Yours faithfully,

-s/d-

(Masood Hamid)
Secretary General
APNS

ال پاکستان نیوز پیپر سوسائٹی