



All Pakistan Newspapers Society

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Revised Circular No.APNS/2018/60 dated June 06, 2018

Ref: APNS/2018/60

June 06, 2018

To: All Accredited Advertising Agencies

Sub: Political Advertisements

Dear Sirs,

You would appreciate that the Election 2018 is expected to be held in the end of July this year. The contesting political parties and candidates have started their Election campaigns in the media. In the last General Elections, member publications and advertising agencies faced several problems of clearance of their invoices relating to political advertisements and election campaigns.

We have therefore, decided that all the political advertisements and election campaigns would be accepted by member publications on Release Orders of the appointed accredited advertising agencies.

Political parties who advertise in the period leading to the general elections on 25th July (note: no political advertising will be accepted three days before the elections as per election laws i.e. July 22nd 2018) will be charged at 75% of commercial tariff rates to be loaded with applicable page premiums. Payment for political party ads will be made strictly in cash only. No credit will be allowed in this period. After July 25th, political parties will revert to the normal commercial tariff. The advertisements released by political parties / candidates directly, may also be accepted by member publications on cash. Please note that if any member publication accepts such advertising on deferred payment, it will do so on its own and APNS will not entertain such complaints relating to political advertisements.

All accredited advertising agencies are hereby requested to abide by the above decision. They are further advised not to release ads of political parties without enlistment of the political party as client with the APNS in their own interest.

Thanking you,

Yours faithfully,

(Sarmad Ali)
Secretary General
APNS

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