



All Pakistan Newspapers Society

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To: All Accredited Advertising Agencies.

Sub: Malpractices by Some Ad Agencies.

Dear Sirs,

The member publications of the Society have expressed their concern over the unhealthy business practices by many advertising agencies which often result in financial problems for newspapers, especially the regional press. As a matter of fact, advertising agencies take Regional press for granted which is evident from their apathy toward numerous complaints made to them in this regard. The member publications have reported that some advertising agencies send the release order after publication of advertisement. By doing so, advertising agencies obtain color and position benefits on verbal communication but later on in the actual release order, they place requests waver of color and position charges. Since the advertisements have already been published such requests for waver are absolutely a unilateral action tantamount to imposing these wavers by force. Moreover, on a number of occasions it has been observed that in the DROs of public sector clients, no such wavers have been requested rather complete payment for color and position charges is made to the advertising agencies but the agencies in their turn deprive member publications of such premiums. This practice is absolutely illegal, unethical and uncalled for.

Moreover, advertising agencies also delay payments by many months in most of the cases. Usually payment cheques are not received even after 45 days normal processing period. When the cheques finally arrive, the dates on cheques are more than one month late hence cheques can only be deposited in newspapers' account after one month of receipt of the same. On most of the occasions, when the one-month delayed date for depositing the cheque comes nearer, representatives of advertising agencies call in offices of newspapers and request that cheques shall be deposited after a certain period for the want of funds in their account. Hence the payments are usually received in newspapers' account after a lapse of more than three to four months. This practice too, is absolutely unacceptable.

We therefore, advise all accredited advertising agencies shall be for timely provision of ROs, full payment of color & position charges and payment of all cheques within the stipulated period.

Thanking you,

Yours faithfully,

(Masood Hamid)

Secretary General, APNS

Cc. to: Member Publications