



# 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 No. APNS/AC/2013/ 05

January 8, 2013

## All Concerned Member Publications

## Clearance Period: Sep-Oct, 2012

Dear Sir,

We have noted that some of our member publications are not still following the APNS Clearance Schedule while lodging complaints with APNS against accredited advertising agencies despite several Communications.

In this regard, we have to remind you that the last dates for member publications to file their complaints against advertising agencies for the clearance period i.e. Sep-Oct, 2012 are as under:

Sep-Oct, Clearance Period	1 <sup>st</sup> Stage	15 <sup>th</sup> January
	2 <sup>nd</sup> Stage	16 <sup>th</sup> January to 22 <sup>nd</sup> January
	3 <sup>rd</sup> Stage	23 <sup>rd</sup> January to 28 <sup>th</sup> January )

You are therefore requested to lodge your complaint as per specimen attached on the date provided in the clearance schedule else the complaint having received after the last date mentioned in the schedule, will not be entertained.

You would appreciate that in the absence of your cooperation, the APNS Secretariat can not achieve the desired results and all efforts to ensure timely payments to member publications render futile. We hope that all member publications in their own interest will ensure adherence to the clearance procedures.

Thanking you.

Yours faithfully,

( **Dr. Tanvir A. Tahir** )  
Executive Director  
A P N S

Enc: as above.

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( Specimen for complaint )

Ref No. \_\_\_\_\_

Dated \_\_\_\_\_

The Secretary General  
All Pakistan Newspapers Society  
Karachi

**Clearance Period:** \_\_\_\_\_

Dear Sir,

The following advertising agencies have failed to clear our dues pertaining to the above Clearance Period:

S.No.	Name of Agency	Amount
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		

Kindly arrange to take necessary action against them.

Thanking you.

Yours faithfully,

( \_\_\_\_\_ )

Enc: statement of account.



## ***Clearance Schedule for Accredited Advertising Agencies***

### **A) Last date for billing and filing statements of dues with Accredited Advertising Agencies.**

Jan-Feb Clearance Period	15 <sup>th</sup> March
Mar-Apr Clearance Period	15 <sup>th</sup> May
May-Jun Clearance Period	15 <sup>th</sup> July
July-Aug Clearance Period	15 <sup>th</sup> September
Sept-Oct Clearance Period	15 <sup>th</sup> November
Nov-Dec Clearance Period	15 <sup>th</sup> January

B) Last dates for filing objections to claim of Member Publications by Advertising Agencies in respect of discrepancies in bills/ amounts against insertion order etc. All copies of correspondence exchanged in this regard be endorsed to the APNS for records. No objection after the 15th of the respective month will be entertained:-

Jan-Feb Clearance Period	15 <sup>th</sup> April
Mar-Apr Clearance Period	15 <sup>th</sup> June
May-Jun Clearance Period	15 <sup>th</sup> August
July-Aug Clearance Period	15 <sup>th</sup> October
Sept-Oct Clearance Period	15 <sup>th</sup> December
Nov-Dec Clearance Period	15 <sup>th</sup> February

C) Last dates for filing complaints by agencies against Clients:

Jan-Feb Clearance Period	30 <sup>th</sup> April
Mar-Apr Clearance Period	30 <sup>th</sup> June
May-Jun Clearance Period	30 <sup>th</sup> August
July-Aug Clearance Period	30 <sup>th</sup> October
Sept-Oct Clearance Period	30 <sup>th</sup> December
Nov-Dec Clearance Period	28 <sup>th</sup> February

D) Last dates for payment of claims of Member Publications by cheques for local Publications and by Pay Order or Demand Drafts for outstation Publications. Payment will be made to the authorized local business representatives/offices based in Karachi on behalf of the outstation publications:-

Jan-Feb Clearance Period	8 <sup>th</sup> May To 15 <sup>th</sup> May (before 05:00 p.m.)
Mar-Apr Clearance Period	8 <sup>th</sup> July To 15 <sup>th</sup> July (before 05:00 p.m.)
May-Jun Clearance Period	8 <sup>th</sup> Sept To 15 <sup>th</sup> Sept (before 05:00 p.m.)
July-Aug Clearance Period	8 <sup>th</sup> Nov To 15 <sup>th</sup> Nov (before 05:00 p.m.)
Sept-Oct Clearance Period	8 <sup>th</sup> Jan To 15 <sup>th</sup> Jan (before 05:00 p.m.)
Nov-Dec Clearance Period	8 <sup>th</sup> Mar To 15 <sup>th</sup> Mar (before 05:00 p.m.)

**E) Date for Member Publications to file their complaints against Accredited Advertising Agencies in respect of payments made by them**

Jan-Feb Clearance Period	1 <sup>st</sup> Stage	(05:00 p.m. To 09:00 p.m.)	15 <sup>th</sup> May
	2 <sup>nd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	16 <sup>th</sup> May to 22 <sup>nd</sup> May
	3 <sup>rd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	23 <sup>rd</sup> May to 28 <sup>th</sup> May )
Mar-Apr Clearance Period	1 <sup>st</sup> Stage	(05:00 p.m. To 09:00 p.m.)	15 <sup>th</sup> July
	2 <sup>nd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	16 <sup>th</sup> July to 22 <sup>nd</sup> July)
	3 <sup>rd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	23 <sup>rd</sup> July to 28 <sup>th</sup> July )
May-Jun Clearance Period	1 <sup>st</sup> Stage	(05:00 p.m. To 09:00 p.m.)	15 <sup>th</sup> Sep
	2 <sup>nd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	16 <sup>th</sup> Sep to 22 <sup>nd</sup> Sep)
	3 <sup>rd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	23 <sup>rd</sup> Sep to 28 <sup>th</sup> Sep )
July-Aug Clearance Period	1 <sup>st</sup> Stage	(05:00 p.m. To 09:00 p.m.)	15 <sup>th</sup> Nov
	2 <sup>nd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	16 <sup>th</sup> Nov to 22 <sup>nd</sup> Nov)
	3 <sup>rd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	23 <sup>rd</sup> Nov to 28 <sup>th</sup> Nov )
Sept-Oct Clearance Period	1 <sup>st</sup> Stage	(05:00 p.m. To 09:00 p.m.)	15 <sup>th</sup> January
	2 <sup>nd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	16 <sup>th</sup> Jan to 22 <sup>nd</sup> Jan)
	3 <sup>rd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	23 <sup>rd</sup> Jan to 28 <sup>th</sup> Jan )
Nov-Dec Clearance Period	1 <sup>st</sup> Stage	(05:00 p.m. To 09:00 p.m.)	15 <sup>th</sup> March
	2 <sup>nd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	16 <sup>th</sup> Mar to 22 <sup>nd</sup> Mar)
	3 <sup>rd</sup> Stage	(09:00 a.m. To 05:00 p.m.)	23 <sup>rd</sup> Mar to 28 <sup>th</sup> Mar )

**F) Last dates for initiating action by the APNS Secretariat on complaints of Member Publications:-**

Clearance Period	Stage	Last date for payment	Date of initiate action
Jan-Feb Clearance Period	1 <sup>st</sup> Stage	22 <sup>nd</sup> May	23 <sup>rd</sup> May
	2 <sup>nd</sup> Stage	29 <sup>th</sup> May	30 <sup>th</sup> May
	3 <sup>rd</sup> Stage	6 <sup>th</sup> June	7 <sup>th</sup> June
Mar-Apr Clearance Period	1 <sup>st</sup> Stage	22 <sup>nd</sup> July	23 <sup>rd</sup> July
	2 <sup>nd</sup> Stage	29 <sup>th</sup> July	30 <sup>th</sup> July
	3 <sup>rd</sup> Stage	6 <sup>th</sup> August	7 <sup>th</sup> August
May-Jun Clearance Period	1 <sup>st</sup> Stage	22 <sup>nd</sup> September	23 <sup>rd</sup> September
	2 <sup>nd</sup> Stage	29 <sup>th</sup> September	30 <sup>th</sup> September
	3 <sup>rd</sup> Stage	6 <sup>th</sup> October	7 <sup>th</sup> October
July-Aug Clearance Period	1 <sup>st</sup> Stage	22 <sup>nd</sup> November	23 <sup>rd</sup> November
	2 <sup>nd</sup> Stage	29 <sup>th</sup> November	30 <sup>th</sup> November
	3 <sup>rd</sup> Stage	6 <sup>th</sup> December	7 <sup>th</sup> December
Sept-Oct Clearance Period	1 <sup>st</sup> Stage	22 <sup>nd</sup> January	23 <sup>rd</sup> January
	2 <sup>nd</sup> Stage	29 <sup>th</sup> January	30 <sup>th</sup> January
	3 <sup>rd</sup> Stage	6 <sup>th</sup> February	7 <sup>th</sup> February
Nov-Dec Clearance Period	1 <sup>st</sup> Stage	22 <sup>nd</sup> March	23 <sup>rd</sup> March
	2 <sup>nd</sup> Stage	29 <sup>th</sup> March	30 <sup>th</sup> March
	3 <sup>rd</sup> Stage	6 <sup>th</sup> April	7 <sup>th</sup> April