



# All Pakistan Newspapers Society

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**To: All Member Publications.**

**Sub: Provision of Invoices and Tear-sheets.**

Dear Sirs,

We have to inform you that some accredited advertising agencies dealing with government advertising, have approached the Secretariat on their problems relating to submission of bills and tear-sheets of the published advertisements to the advertising agencies. The agencies have maintained that some member publications do not provide a tear-sheet of the published ad despite various phone calls and reminders which delays in submission of bills to the PID and the clients. The delayed submission of bills consequently results in delayed payment of the bill of the agency. The agencies have stated that due to APNS clearance system, they are bound to clear the dues by the appointed date and in case of default, they have to pay a late payment surcharge to the APNS on reported dues. This is an even some more trouble some problem in case of smaller publications whose copies cannot be obtained from the market. The bill of the agency is not approved by the PID if any of the tear-sheets are missing as per DRO.

The complaint of the above agencies was placed before the Advertising Committee of the APNS wherein the Committee has decided that the member publications be requested to ensure that they must submit their invoices alongwith the tear-sheets to the agencies for advertisements published by them as per the clearance schedule. Please note that the clearance schedule provides that:

*“the member publications should send their bills supported with tear-sheets alongwith the statement of bills within 15 days of the last date of each clearance period. The publications are required to obtain proper acknowledgment of the receipt of these bills from the agencies. A copy of the statement of bills should also be sent to the APNS Secretariat for information and record.”*

The member publications are also requested to obtain acknowledgment on submission of invoices and tear-sheets to the agencies so that this document may be produced to support the contention of the publication in case of a dispute.

We hope that all member publications will adhere to the clearance procedure.

Thanking you,

Yours faithfully,

-s/d-

( Sarmad Ali )

Secretary General