



All Pakistan Newspapers Society

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To: All Member Publications

Sub: Clearance Irregularities

Dear Sirs,

We have observed that some member publications do not observe the clearance procedure and rules which badly affects the functioning of the Secretariat. They have started allowing extensions to advertising agencies on their own after having lodged their complaints with the APNS. These extensions or deferrals of complaints have been in practice for quite sometime which has hampered the clearance system of the Society.

You would appreciate that as per rules of the Society, no member publication having lodged its complaints with the APNS, can accept direct payment or give extensions to the agency on its own as it would mean a parallel clearance system of the newspapers concerned. We have therefore, decided to inform you that any extension directly agreed by a member after lodging complaints with the APNS, will be considered withdrawal of the complaint and the APNS will not pursue the clearance of such reported dues. The requests for extensions by an agency must rout through APNS, before the last date of payment.

We have also noted that business representatives of member publications based in cities other than the head office of the newspaper, accept cheques from advertising agencies before or after lodging complaint to APNS, which is contrary to APNS Rules.

Some member publications include past outstanding bills in the complaints of the current clearance period which create difficulties for advertising agencies as well as for the Secretariat to ascertain the actual outstanding amount for specific clearance period. This practice should be stopped forthwith.

We hope that the member publications will strictly abide by the clearance procedure and rules in their own interest.

Thanking you,

Yours faithfully,

(Sarmad Ali)
Secretary General