



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

APNS/AC/2013/104

May 9, 2013

All Concerned Member Publications

Clearance Period: January-February, 2013

Dear Sir,

We have noted that despite various reminders, 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 finally have to remind you that the last dates for member publications to file their complaints against advertising agencies for the clearance period i.e. Jan-Feb, 2013 are as under:

| | | |
|---------------------------|-----------------------|--|
| Jan-Feb, Clearance Period | 1 st Stage | 15 th May |
| | 2 nd Stage | 16 th May to 22 nd May |
| | 3 rd Stage | 23 rd May to 28 th May |

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,

-s/d-

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

Enc: as above.

ال پاکستان نیوز پیپرز سوسائٹی

(Specimen for complaint)

Ref No. _____

Dated _____

The Secretary General
All Pakistan Newspapers Society
Karachi

Clearance Period: January-February, 2013

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 th March |
| Mar-Apr Clearance Period | 15 th May |
| May-Jun Clearance Period | 15 th July |
| July-Aug Clearance Period | 15 th September |
| Sept-Oct Clearance Period | 15 th November |
| Nov-Dec Clearance Period | 15 th 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 th April |
| Mar-Apr Clearance Period | 15 th June |
| May-Jun Clearance Period | 15 th August |
| July-Aug Clearance Period | 15 th October |
| Sept-Oct Clearance Period | 15 th December |
| Nov-Dec Clearance Period | 15 th February |

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

| | |
|---------------------------|---------------------------|
| Jan-Feb Clearance Period | 30 th April |
| Mar-Apr Clearance Period | 30 th June |
| May-Jun Clearance Period | 30 th August |
| July-Aug Clearance Period | 30 th October |
| Sept-Oct Clearance Period | 30 th December |
| Nov-Dec Clearance Period | 28 th 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 th May To 15 th May (before 05:00 p.m.) |
| Mar-Apr Clearance Period | 8 th July To 15 th July (before 05:00 p.m.) |
| May-Jun Clearance Period | 8 th Sept To 15 th Sept (before 05:00 p.m.) |
| July-Aug Clearance Period | 8 th Nov To 15 th Nov (before 05:00 p.m.) |
| Sept-Oct Clearance Period | 8 th Jan To 15 th Jan (before 05:00 p.m.) |
| Nov-Dec Clearance Period | 8 th Mar To 15 th 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 st Stage | (05:00 p.m. To 09:00 p.m.) | 15 th May |
| | 2 nd Stage | (09:00 a.m. To 05:00 p.m.) | 16 th May to 22 nd May |
| | 3 rd Stage | (09:00 a.m. To 05:00 p.m.) | 23 rd May to 28 th May) |
| Mar-Apr Clearance Period | 1 st Stage | (05:00 p.m. To 09:00 p.m.) | 15 th July |
| | 2 nd Stage | (09:00 a.m. To 05:00 p.m.) | 16 th July to 22 nd July) |
| | 3 rd Stage | (09:00 a.m. To 05:00 p.m.) | 23 rd July to 28 th July) |
| May-Jun Clearance Period | 1 st Stage | (05:00 p.m. To 09:00 p.m.) | 15 th Sep |
| | 2 nd Stage | (09:00 a.m. To 05:00 p.m.) | 16 th Sep to 22 nd Sep) |
| | 3 rd Stage | (09:00 a.m. To 05:00 p.m.) | 23 rd Sep to 28 th Sep) |
| July-Aug Clearance Period | 1 st Stage | (05:00 p.m. To 09:00 p.m.) | 15 th Nov |
| | 2 nd Stage | (09:00 a.m. To 05:00 p.m.) | 16 th Nov to 22 nd Nov) |
| | 3 rd Stage | (09:00 a.m. To 05:00 p.m.) | 23 rd Nov to 28 th Nov) |
| Sept-Oct Clearance Period | 1 st Stage | (05:00 p.m. To 09:00 p.m.) | 15 th January |
| | 2 nd Stage | (09:00 a.m. To 05:00 p.m.) | 16 th Jan to 22 nd Jan) |
| | 3 rd Stage | (09:00 a.m. To 05:00 p.m.) | 23 rd Jan to 28 th Jan) |
| Nov-Dec Clearance Period | 1 st Stage | (05:00 p.m. To 09:00 p.m.) | 15 th March |
| | 2 nd Stage | (09:00 a.m. To 05:00 p.m.) | 16 th Mar to 22 nd Mar) |
| | 3 rd Stage | (09:00 a.m. To 05:00 p.m.) | 23 rd Mar to 28 th 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 st Stage | 22 nd May | 23 rd May |
| | 2 nd Stage | 29 th May | 30 th May |
| | 3 rd Stage | 6 th June | 7 th June |
| Mar-Apr Clearance Period | 1 st Stage | 22 nd July | 23 rd July |
| | 2 nd Stage | 29 th July | 30 th July |
| | 3 rd Stage | 6 th August | 7 th August |
| May-Jun Clearance Period | 1 st Stage | 22 nd September | 23 rd September |
| | 2 nd Stage | 29 th September | 30 th September |
| | 3 rd Stage | 6 th October | 7 th October |
| July-Aug Clearance Period | 1 st Stage | 22 nd November | 23 rd November |
| | 2 nd Stage | 29 th November | 30 th November |
| | 3 rd Stage | 6 th December | 7 th December |
| Sept-Oct Clearance Period | 1 st Stage | 22 nd January | 23 rd January |
| | 2 nd Stage | 29 th January | 30 th January |
| | 3 rd Stage | 6 th February | 7 th February |
| Nov-Dec Clearance Period | 1 st Stage | 22 nd March | 23 rd March |
| | 2 nd Stage | 29 th March | 30 th March |
| | 3 rd Stage | 6 th April | 7 th April |