



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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February 10, 2020

**To: All Member Publications
All Accredited Advertising Agencies**

Sub: Release / Acceptance of Ads of not listed Clients

Dear Sirs,

We have noted with concern that some advertising agencies have been asked by PID to release the advertisements of client / allocation listed under other advertising agencies. This practice would not only result in non-payment of invoices of agencies by clients but it would also affect the effectiveness of the clearance system as we would not be able to facilitate in recovery of dues of agencies from clients not listed with them. Therefore, this practice should be stopped forthwith.

The accredited agencies and member publications would appreciate that the publication of advertisements of a listed client / allocation of an accredited agency through some other agency, source or arrangement, is a violation of APNS rules which provides a penal action by the Society.

Member publications are hereby advised to strictly follow the client listing and not to accept the ads of listed client / allocation of an advertising agency through other source. Please note that disciplinary action will be taken against violating publications / advertising agencies.

Thanking you,

Yours faithfully,

(Sarmad Ali)
Secretary General
APNS

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