



All Pakistan Newspapers Society

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May 10, 2016

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

Sub: Decisions of Stakeholders Meeting

Dear Sirs,

We have to inform you that the Executive Committee of the APNS at its meeting held on May 06, 2016 has endorsed the decisions taken at the meeting of stakeholders held on April 29, 2016 at Islamabad wherein the APNS Office Bearers, Principal Information Officer, officials of PID and representatives of advertising agencies based in Islamabad attended.

The meeting was briefed by representatives of Islamabad based agencies on problems faced by them in getting DROs, approval of submitted bills by the PID and payments from Government clients. The delay in issuance of DROs and approval of bills cause late billing to the clients and recovery against the bills. The stakeholders meeting after thorough discussion, decided that :

- 1) All advertising agencies will send their monthly reports for the government advertisements placed by them in APNS member publications. The report would contain statement on client-wise billing.
- 2) The advertising agencies will send a monthly report of outstanding amount against the clients who had not cleared their bills for the respective clearance period as per the clearance schedule. On receipt of reports of non-payment by clients, the APNS will issue notices on its own behalf to the clients and suspend if the payments not received. However, those agencies who would not send their report on their clients default, would not be accommodated in extension of last date of payment.
- 3) The ad agencies will also provide on monthly basis their statement for non-provision of DROs and the bills pending for approval with the PID.
- 4) The PID agreed that the DROs will be issued within two weeks.
- 5) It was also decided that in future, the PID will not issue PID numbers to the advertisements not accompanied by original CRO. However, the PIO may allow ads without CRO in case the agency undertakes to provide the same within 3 days.
- 6) The advertising agencies agreed not to issue any Government ads to non-APNS publications.

All accredited advertising agencies are therefore, advised to abide by the above decisions and send their reports by 7th of every clearance month. Please note that the APNS will not facilitate the recovery of the dues of those advertising agencies that do not file these reports.

Thanking you,

Yours faithfully,

(Umer Mujib Shami)
Secretary General
APNS