



All Pakistan Newspapers Society

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Ref:APNS/2016/65

May 10, 2016

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

Sub: Amendments in Rules for Accreditation Governing Conduct of Advertising Agencies and Rules for Registration of Media Buying Houses.

Dear Sirs,

We have to inform you that the Annual General Council of the APNS at its meeting held on March 30, 2016 appointed a committee to amend the Rules for Accreditation and the Rules for Registration of Media Buying Houses.

The Executive Committee unanimously adopted the report of the Advertising Rules Committee wherein following amendments were suggested :

Amendments in Rules for Accreditation Governing Conduct of Advertising Agencies

- Rule 3(a) & 4(A) be amended to provide associate-ship as an option by the applicant agency instead of first stage of accreditation. Therefore :
- In Rule 3(a), the word “associated” be deleted.
- The Rule 4(A), be amended to read as under :

“4(A) The relationship between advertising agency and the Society shall rest on two stages, namely i) Associateship and / or Provisional Accreditation and ii) Confirmed Accreditation.”

Monthly Clearance System

It was decided that that the Rule 9(a) be amended to provide 12 monthly clearance periods instead of 06 bi-monthly clearance periods w.e.f. 1st July 2016. The amended clearance schedules are attached herewith.

- Rule 9 be added as under :

“ Accredited advertising agencies would be liable and required to inform the quantum of government business released by them in the print media on client-wise basis to the Secretariat by last date for filing reports / complaints by agencies against clients as per schedule attached. The APNS on receipt of such reports, shall advise the clients to clear the dues or face suspension of their advertisements in member publications. These actions, however, will not absolve agencies of their liabilities to clear the bills of member publications for advertisements of such clients. The agencies which fail to report their outstanding bills against the clients to the APNS within the stipulated dates, their requests for extension of clearance dates will not be considered by the APNS.

- Rule 11 be amended to read as under :

“ The Release Orders of the agency including any form of communications i.e. e-mail, SMS, whatsapp-messages, etc. must accompany with the advertisement material, failing which, the tariff of the publications concerned, will apply.”

Amendments in Rules for Registration of Media Buying Houses

The Advertising Rules Committee decided to amend Rules for Registration of MBH to remove the mandatory appointment of a creative agency by the clients. The following amendments are therefore, adopted :

- Rule 3(c) be amended to read as under :

Appointment letter by at least 03 clients.

- Rule 7 be amended to read as under :

“ A Media Buying House may plan, negotiate, buy and release business of only those clients which are listed with it. These clients will be required to place a minimum business of Rs. 5 million per annum in print media. An MBH shall not release business on behalf of non-listed clients to APNS member publications.”

- Rule 9 and Rule 19 be deleted.

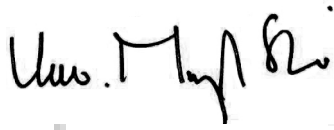
- Rule 15 be amended to read as under :

“In extraordinary circumstances a client may insist on making payments for advertisements directly to member publications. Such client may be required by the Society to provide a written undertaking or guarantee to cover the liability to the Society along with the documents listed under Rule 5. The Society or if need be any of the member publications may refuse the provision of such credit without assigning any reason whatsoever. If such a client insists direct payment to member publications, the payment will be made strictly within a 60 days credit period.”

The accredited agencies are hereby requested to note the above amendments in the Rules for Accreditation and Rules for Registration of Media Buying Houses. The amendments would be effective from May 06, 2016.

Thanking you,

Yours faithfully,



(Umer Mujib Shami)

Secretary General

APNS

Monthly Clearance Schedule for Provisional Accredited Advertising Agencies effective from July 1, 2016

A) Last date for **BILLING & FILING** statements of dues with Provisional Accredited Advertising Agencies.

January Clearance Period	15 th February
February Clearance Period	15 th March
March Clearance Period	15 th April
April Clearance Period	15 th May
May Clearance Period	15 th June
June Clearance Period	15 th July
July Clearance Period	15 th August
August Clearance Period	15 th September
September Clearance Period	15 th October
October Clearance Period	15 th November
November Clearance Period	15 th December
December Clearance Period	15 th January

B) Last dates for filing **OBJECTIONS** to claims of Member Publications by Provisional Accredited 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:-

January Clearance Period	28 th February
February Clearance Period	28 th March
March Clearance Period	28 th April
April Clearance Period	28 th May
May Clearance Period	28 th June
June Clearance Period	28 th July
July Clearance Period	28 th August
August Clearance Period	28 th September
September Clearance Period	28 th October
October Clearance Period	28 th November
November Clearance Period	28 th December
December Clearance Period	28 th January

C) Last dates for filling **REPORTS / COMPLAINTS** with APNS by Provisional Accredited Advertising Agencies against Clients:

January Clearance Period	2nd March
February Clearance Period	30 th March
March Clearance Period	30 th April
April Clearance Period	30 th May
May Clearance Period	30 th June
June Clearance Period	30 th July

July Clearance Period	30 th August
August Clearance Period	30 th September
September Clearance Period	30 th October
October Clearance Period	30 th November
November Clearance Period	30 th December
December Clearance Period	30 th January

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 on behalf of the outstation publications:-

January Clearance Period	by 15th March
February Clearance Period	by 15th April
March Clearance Period	by 15th May
April Clearance Period	by 15th June
May Clearance Period	by 15th July
June Clearance Period	by 15th August
July Clearance Period	by 15th September
August Clearance Period	by 15th October
September Clearance Period	by 15th November
October Clearance Period	by 15th December
November Clearance Period	by 15th January
December Clearance Period	by 15th February

E) **Dates for Member Publications to file their COMPLAINTS against Provisional Accredited Advertising Agencies in respect of payments made by them**

January Clearance Period	1 st Stage	16 th March
	2 nd Stage	17 th March To 22 nd March
	3 rd Stage	23 rd March To 28 th March
February Clearance Period	1 st Stage	16 th April
	2 nd Stage	17 th April To 22 nd April
	3 rd Stage	23 rd April To 28 th April
March Clearance Period	1 st Stage	16 th May
	2 nd Stage	17 th May To 22 nd May
	3 rd Stage	23 rd May To 28 th May
April Clearance Period	1 st Stage	16 th June
	2 nd Stage	17 th June To 22 nd June
	3 rd Stage	23 rd June To 28 th June
May Clearance Period	1 st Stage	16 th July
	2 nd Stage	17 th July To 22 nd July
	3 rd Stage	23 rd July To 28 th July
June Clearance Period	1 st Stage	16 th August
	2 nd Stage	17 th August To 22 nd August

	3 rd Stage	23 rd August To 28 th August
July Clearance Period	1 st Stage	16 th September
	2 nd Stage	17 th Sep To 22 nd Sep
	3 rd Stage	23 rd Sep To 28 th Sep
August Clearance Period	1 st Stage	16 th October
	2 nd Stage	17 th Oct To 22 nd Oct
	3 rd Stage	23 rd Oct To 28 th Oct
September Clearance Period	1 st Stage	16 th November
	2 nd Stage	17 th Nov To 22 nd Nov
	3 rd Stage	23 rd Nov To 28 th Nov
October Clearance Period	1 st Stage	16 th December
	2 nd Stage	17 th Dec To 22 nd Dec
	3 rd Stage	23 rd Dec To 28 th Dec
November Clearance Period	1 st Stage	16 th January
	2 nd Stage	17 th Jan To 22 nd Jan
	3 rd Stage	23 rd Jan To 28 th Jan
December Clearance Period	1 st Stage	16 th February
	2 nd Stage	17 th Feb To 22 nd Feb
	3 rd Stage	23 rd Feb To 28 th Feb

F) Last dates for PAYMENT against Complaints of member publications and ACTION by the APNS:

Clearance Period	Stage	Last date for payment	Date of Action
January 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
February Clearance Period	1 st Stage	22 nd April	23 rd April
	2 nd Stage	29 th April	30 th April
	3 rd Stage	6 th May	7 th May
March 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
April Clearance Period	1 st Stage	22 nd June	23 rd June
	2 nd Stage	29 th June	30 th June
	3 rd Stage	6 th July	7 th July
May 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
June Clearance Period	1 st Stage	22 nd August	23 rd August
	2 nd Stage	29 th August	30 th August
	3 rd Stage	6 th September	7 th September
July 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
August Clearance Period	1 st Stage	22 nd October	23 rd October
	2 nd Stage	29 th October	30 th October
	3 rd Stage	6 th November	7 th November
September 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
October Clearance Period	1 st Stage	22 nd December	23 rd December
	2 nd Stage	29 th December	30 th December
	3 rd Stage	6 th January	7 th January
November 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
December Clearance Period	1 st Stage	22 nd February	23 rd April
	2 nd Stage	28 th February	1 st March
	3 rd Stage	6 th March	7 th March

g) Schedule of Late Payment Surcharge

Cl Period	No LPS	1% LPS	2% LPS	3% LPS	4% LPS
January Clearance Period	16 th Mar To 22 nd Mar	23 rd Mar To 29 th Mar	30 th Mar To 6 th Apr	7 th Apr To 14 th Apr	After 15 th Apr
February Clearance Period	16 th Apr To 22 nd Apr	23 rd Apr To 29 th Apr	30 th Apr To 6 th May	7 th May To 14 th May	After 15 th May
March Clearance Period	16 th May To 22 nd May	23 rd May To 29 th May	30 th May To 6 th Jun	7 th Jun To 14 th Jun	After 15 th Jun
April Clearance Period	16 th Jun To 22 nd Jun	23 rd Jun To 29 th Jun	30 th Jun To 6 th Jul	7 th Jul To 14 th Jul	After 15 th Jul
May Clearance Period	16 th Jul To 22 nd Jul	23 rd Jul To 29 th Jul	30 th Jul To 6 th Aug	7 th Aug To 14 th Aug	After 15 th Aug
June Clearance Period	16 th Aug To 22 nd Aug	23 rd Aug To 29 th Aug	30 th Aug To 6 th Sep	7 th Sep To 14 th Sep	After 15 th Sep
July Clearance Period	16 th Sep To 22 nd Sep	23 rd Sep To 29 th Sep	30 th Sep To 6 th Oct	7 th Oct To 14 th Oct	After 15 th Oct
August Clearance Period	16 th Oct To 22 nd Oct	23 rd Oct To 29 th Oct	30 th Oct To 6 th Nov	7 th Nov To 14 th Nov	After 15 th Nov
September Clearance Period	16 th Nov To 22 nd Nov	23 rd Nov To 29 th Nov	30 th Nov To 6 th Dec	7 th Dec To 14 th Dec	After 15 th Dec
October Clearance Period	16 th Dec To 22 nd Dec	23 rd Dec To 29 th Dec	30 th Dec To 6 th Jan	7 th Jan To 14 th Jan	After 15 th Jan
November Clearance Period	16 th Jan To 22 nd Jan	23 rd Jan To 29 th Jan	30 th Jan To 6 th Feb	7 th Feb To 14 th Feb	After 15 th Feb
December Clearance Period	16 th Feb To 22 nd Feb	23 rd Feb To 28 th Feb	1 st Mar To 6 th Mar	7 th Mar To 14 th Mar	After 15 th Mar

Monthly Clearance Schedule for Accredited Advertising Agencies (Confirmed)

(effective from July 1, 2016)

A) Last date for BILLING & FILING statements of dues with Accredited Advertising Agencies.

January Clearance Period	15 th February
February Clearance Period	15 th March
March Clearance Period	15 th April
April Clearance Period	15 th May
May Clearance Period	15 th June
June Clearance Period	15 th July
July Clearance Period	15 th August
August Clearance Period	15 th September
September Clearance Period	15 th October
October Clearance Period	15 th November
November Clearance Period	15 th December
December Clearance Period	15 th January

B) Last dates for filing OBJECTIONS to claims 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:-

January Clearance Period	15 th March
February Clearance Period	15 th April
March Clearance Period	15 th May
April Clearance Period	15 th June
May Clearance Period	15 th July
June Clearance Period	15 th August
July Clearance Period	15 th September
August Clearance Period	15 th October
September Clearance Period	15 th November
October Clearance Period	15 th December
November Clearance Period	15 th January
December Clearance Period	15 th February

C) Last dates for FILING REPORTS / COMPLAINTS with APNS by agencies against Clients:

January Clearance Period	31 st March
February Clearance Period	30 th April
March Clearance Period	31 st May
April Clearance Period	30 th June
May Clearance Period	31 st July
June Clearance Period	31 st August

July Clearance Period	30 th September
August Clearance Period	31 st October
September Clearance Period	30 th November
October Clearance Period	31 st December
November Clearance Period	31 st January
December 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 on behalf of the outstation publications:-

January Clearance Period	By 15 th April
February Clearance Period	By 15 th May
March Clearance Period	By 15 th June
April Clearance Period	By 15 th July
May Clearance Period	By 15 th August
June Clearance Period	By 15 th September
July Clearance Period	By 15 th October
August Clearance Period	By 15 th November
September Clearance Period	By 15 th December
October Clearance Period	By 15 th January
November Clearance Period	By 15 th February
December Clearance Period	By 15 th March

F) **Date for Member Publications to file their COMPLAINTS against Accredited Advertising Agencies in respect of payments made by them**

January Clearance Period	1 st Stage	16 th April
	2 nd Stage	17 th April to 22 nd April
	3 rd Stage	23 rd April to 28 th April)
February Clearance Period	1 st Stage	16 th May
	2 nd Stage	17 th May to 22 nd May
	3 rd Stage	23 rd May to 28 th May
March Clearance Period	1 st Stage	16 th June
	2 nd Stage	17 th June to 22 nd June
	3 rd Stage	23 rd June to 28 th June
April Clearance Period	1 st Stage	16 th July
	2 nd Stage	17 th July to 22 nd July
	3 rd Stage	23 rd July to 28 th July
May Clearance Period	1 st Stage	16 th August
	2 nd Stage	17 th August to 22 nd August

	3 rd Stage	23 rd August to 28 th August
June Clearance Period	1 st Stage	16 th September
	2 nd Stage	17 th September to 22 nd September
	3 rd Stage	23 rd September to 28 th September
July Clearance Period	1 st Stage	16 th October
	2 nd Stage	17 th October to 22 nd October
	3 rd Stage	23 rd October to 28 th October
August Clearance Period	1 st Stage	16 th November
	2 nd Stage	17 th November to 22 nd November
	3 rd Stage	23 rd November to 28 th November
September Clearance Period	1 st Stage	16 th December
	2 nd Stage	17 th December to 22 nd December
	3 rd Stage	23 rd December to 28 th December
October Clearance Period	1 st Stage	16 th January
	2 nd Stage	17 th January to 22 nd January
	3 rd Stage	23 rd January to 28 th January
November Clearance Period	1 st Stage	16 th February
	2 nd Stage	17 th February to 22 nd February
	3 rd Stage	23 rd February to 28 th February
December Clearance Period	1 st Stage	16 th March
	2 nd Stage	17 th March to 22 nd March
	3 rd Stage	23 rd March to 28 th March

F) Last dates for Payment against complaints of member publications and Action by the APNS Secretariat on complaints of Member Publications:-

Clearance Period	Stage	Last date for payment	Date of Action
January Clearance Period	1 st Stage	22nd April	23 rd April
	2 nd Stage	29th April	30 th April
	3 rd Stage	6 th May	7 th May
February Clearance Period	1 st Stage	22nd May	23 rd May
	2 nd Stage	29th May	30 th May
	3 rd Stage	6 th June	7 th June
March Clearance Period	1 st Stage	22 nd June	23 rd June
	2 nd Stage	29 th June	30 th June
	3 rd Stage	6 th July	7 th July
April 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 Clearance Period	1 st Stage	22 nd August	23 rd August
	2 nd Stage	29 th August	30 th August
	3 rd Stage	6 th September	7 th September

June 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 Clearance Period	1 st Stage	22 nd October	23 rd October
	2 nd Stage	29 th October	30 th October
	3 rd Stage	6 th November	7 th November
August 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
September Clearance Period	1 st Stage	22 nd December	23 rd December
	2 nd Stage	29 th December	30 th December
	3 rd Stage	6 th January	7 th January
October 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
November Clearance Period	1 st Stage	22 nd February	23 rd February
	2 nd Stage	28 th February	1 st March
	3 rd Stage	6 th March	7 th March
December 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

G) Schedule of Late Payment Surcharge

CI Period	No LPS	1% LPS	2% LPS	3% LPS	4% LPS
January Clearance Period	16 th Apr To 22 nd Apr	23 rd Apr To 29 th Apr	30 th Apr To 6 th May	7 th May To 14 th May	After 15 th May
February Clearance Period	16 th May To 22 nd May	23 rd May To 29 th May	30 th May To 6 th Jun	7 th Jun To 14 th Jun	After 15 th Jun
March Clearance Period	16 th Jun To 22 nd Jun	23 rd Jun To 29 th Jun	30 th Jun To 6 th Jul	7 th Jul To 14 th Jul	After 15 th Jul
April Clearance Period	16 th Jul To 22 nd Jul	23 rd Jul To 29 th Jul	30 th Jul To 6 th Aug	7 th Aug To 14 th Aug	After 15 th Aug
May Clearance Period	16 th Aug To 22 nd Aug	23 rd Aug To 29 th Aug	30 th Aug To 6 th Sep	7 th Sep To 14 th Sep	After 15 th Sep
June Clearance Period	16 th Sep To 22 nd Sep	23 rd Sep To 29 th Sep	30 th Sep To 6 th Oct	7 th Oct To 14 th Oct	After 15 th Oct
July Clearance Period	16 th Oct To 22 nd Oct	23 rd Oct To 29 th Oct	30 th Oct To 6 th Nov	7 th Nov To 14 th Nov	After 15 th Nov
August Clearance Period	16 th Nov To 22 nd Nov	23 rd Nov To 29 th Nov	30 th Nov To 6 th Dec	7 th Dec To 14 th Dec	After 15 th Dec
September Clearance Period	16 th Dec To 22 nd Dec	23 rd Dec To 29 th Dec	30 th Dec To 6 th Jan	7 th Jan To 14 th Jan	After 15 th Jan
October Clearance Period	16 th Jan To 22 nd Jan	23 rd Jan To 29 th Jan	30 th Jan To 6 th Feb	7 th Feb To 14 th Feb	After 15 th Feb
November Clearance Period	16 th Feb To 22 nd Feb	23 rd Feb To 28 th Feb	01 st Mar To 6 th Mar	7 th Mar To 14 th Mar	After 15 th Mar
December Clearance Period	16 th Mar To 22 nd Mar	23 rd Mar To 28 th Mar	29 th Mar To 6 th Apr	7 th Apr To 14 th Apr	After 15 th Apr