



All Pakistan Newspapers Society

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July 11, 2011

To: All Accredited Advertising Agencies.

Sub: Issuance of Release Orders with Ad Material.

Dear Sirs,

The Executive Committee of the APNS on June 29, 2011 was briefed by members that some advertising agencies dealing with government clients have adopted a practice not to issue release orders with the advertisement material. The R/Os are released after a week or so even after several weeks. These delayed R/Os normally do not contain the premiums (Color charges and / or page position) though included in the clients' Insertion Order or the DRO of the PID, thus depriving the member publications of their legitimate revenue.

The Executive Committee considered the above practice as a misconduct and decided to advise all accredited advertising agencies as per following :

1. The accredited agencies must ensure that the ad material should also contain the R/O providing the premiums as approved by the clients or the PID. However, if there is an agreement of reduced rates / premiums, the Release Order must contain the agreed rate countersigned by the authorized representative of the publication.
2. In case, the release is delayed at clients or PID end, and the R/O could not be issued alongwith the ad material, the agencies would be required to send the R/O next day with the premiums as per clients' I/O or PID's DRO.

The Executive Committee has decided that any violation of the above directive should be treated severely and the agencies would be required to pay the publication as per the cost of the ad with the premiums mentioned in the I/O or the PID's DRO. The responsibility of providing the copy of clients I/O or the PID's DRO would rest on the complaining publication.

We hope that all the accredited agencies would strictly abide by the above decision.

Thanking you,

Yours faithfully,

-s/d-

(Sarmad Ali)

Secretary General