



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2013/87

April 13, 2013

To: **All Member Publications**

Sub: **Violation of APNS Rules**

Dear Sirs,

We have observed that some member publications on one and other pretext do not follow the APNS Rules, Regulations and directives issued from time to time in respect of publication of ads of suspended clients / suspended agencies. This approach of some member publications not only defy the APNS discipline and reflect upon the writ of the Society but also damage their long term interest for short term and petty benefits.

You would appreciate that the rules and regulations and directives of the Society are part and parcel of the APNS clearance system. If the suspensions are not implemented in letter and spirit, it would not be possible for the Secretariat to recover the claims of member publications and advertising agencies in time, thus the clearance system will not be effective. It would be very difficult for the APNS to improve the performance of the clearance system if member publications, do not abide by the APNS rules and publish the ads of suspended clients or listed clients of suspended agencies. This practice is not only a blatant misconduct and matter of concern but a complete disregard of the basic principles of the clearance system.

We in the long term interests of members, request you to strictly abide by the APNS directives and rules which are promptly communicated by the APNS Secretariat through SMS alert and updated website. In case of any confusion, please contact the Secretariat during office hours or hold the ad back for next day. You would agree with us that no Society can be effective safeguarding the interests and rights of its members if its writ is weakened by defiance of its rules.

Thanking you,

Yours faithfully,

-s/d-

(Masood Hamid)
Secretary General
APNS

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