



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
Tel: 34012491-4, Fax: 34012495, email: apns@apns.com.pk, web:www.apns.com.pk

Ref No. APNS/AC/2012/

July 13, 2012

All Concerned Member Publications

Clearance Period: Mar-Apr, 2012

Dear Sir,

We regret to note that some of our member publications are not following the APNS Clearance Schedule while lodging complaints with APNS against accredited advertising agencies.

In this regard, we have to inform you that the last dates for member publications to file their complaints against advertising agencies for the clearance period i.e. Mar-Apr, 2012 are as under:

Mar-Apr, Clearance Period	1 st Stage	(05:00 p.m. To 09:00 p.m.)	16 th July
	2 nd Stage	(09:00 a.m. To 05:00 p.m.)	17 th July to 21 st July
	3 rd Stage	(09:00 a.m. To 05:00 p.m.)	23 rd July to 28 th July)

You are therefore requested to lodge your complaint as per specimen attached on the date provided in the clearance schedule else the complaint having received after the last date mentioned in the schedule, will not be entertained.

You would appreciate that in the absence of your cooperation, the APNS Secretariat can not achieve the desired results and all efforts to ensure timely payments to member publications render futile. We hope all member publications in their own interest, will ensure adherence to the clearance procedures.

Thanking you.

Yours faithfully,

-s/d-

(**Dr. Tanvir A. Tahir**)
Executive Director
A P N S

Enc: as above.

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(Specimen for complaint)

Ref No. _____

Dated _____

The Secretary General
All Pakistan Newspapers Society
Karachi

Clearance Period: _____

Dear Sir, _____

The following advertising agencies have failed to clear our dues pertaining to the above Clearance Period:

S.No.	Name of Agency	Amount
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
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15		
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18		
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20		

Kindly arrange to take necessary action against them.

Thanking you.

Yours faithfully,

(_____)

Clearance Schedule for Accredited Advertising Agencies

A) Last date for billing and filing statements of dues with Accredited Advertising Agencies.

Jan-Feb Clearance Period	15 th March
Mar-Apr Clearance Period	15 th May
May-Jun Clearance Period	15 th July
July-Aug Clearance Period	15 th September
Sept-Oct Clearance Period	15 th November
Nov-Dec Clearance Period	15 th January

B) Last dates for filing objections to claim 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:-

Jan-Feb Clearance Period	15 th April
Mar-Apr Clearance Period	15 th June
May-Jun Clearance Period	15 th August
July-Aug Clearance Period	15 th October
Sept-Oct Clearance Period	15 th December
Nov-Dec Clearance Period	15 th February

C) Last dates for filing complaints by agencies against Clients:

Jan-Feb Clearance Period	30 th April
Mar-Apr Clearance Period	30 th June
May-Jun Clearance Period	30 th August
July-Aug Clearance Period	30 th October
Sept-Oct Clearance Period	30 th December
Nov-Dec 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 based in Karachi on behalf of the outstation publications:-

Jan-Feb Clearance Period	8 th May To 15 th May (before 05:00 p.m.)
Mar-Apr Clearance Period	8 th July To 15 th July (before 05:00 p.m.)
May-Jun Clearance Period	8 th Sept To 15 th Sept (before 05:00 p.m.)
July-Aug Clearance Period	8 th Nov To 15 th Nov (before 05:00 p.m.)
Sept-Oct Clearance Period	8 th Jan To 15 th Jan (before 05:00 p.m.)
Nov-Dec Clearance Period	8 th Mar To 15 th Mar (before 05:00 p.m.)

E) Date for Member Publications to file their complaints against Accredited Advertising Agencies in respect of payments made by them

Jan-Feb Clearance Period	1 st Stage	(05:00 p.m. To 09:00 p.m.)	15 th May
	2 nd Stage	(09:00 a.m. To 05:00 p.m.)	16 th May to 22 nd May)
	3 rd Stage	(09:00 a.m. To 05:00 p.m.)	23 rd May to 28 th May)
Mar-Apr Clearance Period	1 st Stage	(05:00 p.m. To 09:00 p.m.)	15 th July
	2 nd Stage	(09:00 a.m. To 05:00 p.m.)	16 th July to 22 nd July)
	3 rd Stage	(09:00 a.m. To 05:00 p.m.)	23 rd July to 28 th July)
May-Jun Clearance Period	1 st Stage	(05:00 p.m. To 09:00 p.m.)	15 th Sep
	2 nd Stage	(09:00 a.m. To 05:00 p.m.)	16 th Sep to 22 nd Sep)
	3 rd Stage	(09:00 a.m. To 05:00 p.m.)	23 rd Sep to 28 th Sep)
July-Aug Clearance Period	1 st Stage	(05:00 p.m. To 09:00 p.m.)	15 th Nov
	2 nd Stage	(09:00 a.m. To 05:00 p.m.)	16 th Nov to 22 nd Nov)
	3 rd Stage	(09:00 a.m. To 05:00 p.m.)	23 rd Nov to 28 th Nov)
Sept-Oct Clearance Period	1 st Stage	(05:00 p.m. To 09:00 p.m.)	15 th January
	2 nd Stage	(09:00 a.m. To 05:00 p.m.)	16 th Jan to 22 nd Jan)
	3 rd Stage	(09:00 a.m. To 05:00 p.m.)	23 rd Jan to 28 th Jan)
Nov-Dec Clearance Period	1 st Stage	(05:00 p.m. To 09:00 p.m.)	15 th March
	2 nd Stage	(09:00 a.m. To 05:00 p.m.)	16 th Mar to 22 nd Mar)
	3 rd Stage	(09:00 a.m. To 05:00 p.m.)	23 rd Mar to 28 th Mar)

F) Last dates for initiating action by the APNS Secretariat on complaints of Member Publications:-

Clearance Period	Stage	Last date for payment	Date of initiate action
Jan-Feb 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
Mar-Apr 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-Jun 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-Aug 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
Sept-Oct 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
Nov-Dec 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