



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

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February 16, 2013

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

Sub: Rules & Regulations Governing Conduct of Advertising Agencies

Dear Sir,

We have to inform you that the meeting of the sub-committee on violation rules for member publications and accredited advertising agencies, formed by the Executive Committee at its 15th September meeting was held on October 30, 2012 wherein the Rule 14(i) of Rules & Regulations Governing Conduct of Advertising Agencies was amended to read as under :

“ In the event that an agency releases the advertisement of a suspended or blacklisted client or the advertisement of a client listed with an advertising agency that has either been suspended or terminated by the APNS, the releasing advertising agency will pay amount of 02 times cost of advertisement published in violation of the APNS rules as per tariff rates/ govt. rates.”

You may visit our website i.e. www.apns.com.pk.

Thanking you,

Yours faithfully,

-s/d-

(Masood Hamid)
Secretary General
APNS

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