



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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November 16, 2017

**To: All Accredited Advertising Agencies**

**Sub: Amendment in Clearance Rules**

Dear Sirs,

We have to inform you that the Executive Committee of the All Pakistan Newspapers Society at its meeting held on October 26, 2017 has adopted following resolution as amendment to Rule 16 of the Rules and Regulations Governing Conduct of Advertising Agencies as 16(b):

“If one agency of a group of agencies defaults in payment of outstanding dues of member publications / all advertising agencies / MBHs linked to that group with common ownership or being controlled or managed directly or indirectly by common director(s) will also stand suspended.”

You are requested to kindly note the above amendment in the Rules.

Thanking you,

Yours faithfully,

( Umer Mujib Shami )  
Secretary General  
APNS

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