



All Pakistan Newspapers Society

32-Farid Chambers, Abdullah Haroon Road, Karachi
Tel: 35671256, 35671314 Fax: 35671310, email: apns@apns.com.pk, Web: www.apns.com.pk

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July 18, 2011

To: All Accredited Advertising Agency

Sub: Agency Commission on Ads issued by Information Department, Sindh.

Dear Sirs,

We have been approached by our member publications that some advertising agencies are deducting the agency commission on the advertisements of provincial departments, whereas the ads were released directly by the Sindh Information Department.

These departments had appointed certain accredited agencies to release their ads, the appointments were duly circulated. The Sindh Information is regularly releasing the ads of these departments directly to member publications without routing through the listed agencies. This situation has resulted into incessant claims of agency commission by the appointed agencies, badly affecting the member publications.

We have to inform you that the Sindh Information Department is a releasing authority of advertisements of the provincial government departments. The Government departments appoint agencies without approval even knowledge of Sindh Information, resulting in the above situation. We have decided to streamline the procedure and therefore, advise all accredited agencies dealing with provincial government advertising:

- i) To get the appointment of their provincial government clients authenticated by Sindh Information Department before July 31, 2011, failing which the clients will be delisted and no claim of agency commission will be entertained after the expiry of the deadline.
- ii) The agencies will be entitled for the agency commission only on the advertisements of those clients, the appointments of which are authenticated by the Sindh Information and duly circulated by APNS.
- iii) Henceforth, all the appointments of Provincial Government clients shall be signed by the Secretary of the respective department, mentioning the nature of ads assigned to the agency (classified or display or all). The appointment should also be authenticated by Director of Sindh Information Department.

Thanking you,

Yours faithfully,

-s/d-

(Sarmad Ali)
Secretary General