



# 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/2019/08

January 19, 2019

## All Concerned Member Publications

Clearance Period: Sep-Oct, 2018

Dear Sir,

This refers to our circular no. APNS/2017/32 dated March 13, 2017 regarding amendments in Clearance Schedule to abolish “three stages” of clearance.

In this regard, you are requested to lodge your complaints against advertising agencies pertaining to July-Aug, 2018 Clearance between, **January 15 to 22, 2019** positively as per specimen attached.

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 that 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: Sep-Oct, 2018**

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    |                |        |
| 14    |                |        |
| 15    |                |        |
| 16    |                |        |
| 17    |                |        |
| 18    |                |        |
| 19    |                |        |
| 20    |                |        |
|       |                |        |
|       |                |        |

Kindly arrange to take necessary action against them.

Thanking you.

Yours faithfully,  
(Name of Publications

( \_\_\_\_\_ )

Enc: statement of account.



Ref: APNS/2017/32

March 13, 2017

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

**Sub: Amendments in Clearance Schedule to abolish  
“Three-Stage System “ of clearance.**

Dear Sirs,

The Executive Committee at its meeting held on March 11, 2017 has noted that instead of providing effective clearance of reported dues, the “three-stage system”, in practice, has delayed the clearance of dues.

It has therefore, decided that the uniform complaint system as existed before the year 2003 be restored and the “three stage system” be deleted from the Clearance System. The following system will be effective from Nov. – Dec. 2016 clearance period:

**a) PAYMENT OF CLAIMS**

The accredited agencies are required to effect payment of claims of member publications by cheques for local publications and by Pay Orders or Demand Drafts for out-station publications within 75 days of the last day of respective clearance period i.e. 15<sup>th</sup> of clearance month.

**b) FILING OF COMPLAINTS BY MEMBER PUBLICATIONS**

The APNS member publications must lodge their complaints for non-payment of their dues pertaining to the respective clearance period by 15 - 22<sup>nd</sup> of the payment month positively.

**c) PAYMENTS BY AGENCIES AGAINST COMPLAINT NOTICES**

The Advertising Agencies on receipt of complaint notices from the APNS are required to effect payment by Pay Order / Demand Draft drawn in favor of the APNS for onward payment to reporting publication. These payments must reach the APNS Secretariat by the last day of the clearance month i.e. 30<sup>th</sup> or 31<sup>st</sup>.

**d) ACTION BY APNS**

The action will be initiated by the APNS against agencies who fail to clear the reported dues of member publications on 1<sup>st</sup> working day of the next to clearance month.

**e) LATE PAYMENT SURCHARGE**

A Late Payment Surcharge of 1% per week will be payable by the agencies who fail to clear the reported dues by the last day of the clearance month. The LPS will be divided on 50:50 basis among publication and the APNS.

Thanking you,

Yours faithfully,



( Umer Mujib Shami )  
Secretary General  
APNS

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