



All Pakistan Newspapers Society

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Ref: APNS/2023/106

October 25, 2023

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

Sub: PID SOP's for Bills Payment

Dear Sirs,

We have to inform you that the Press Information Department, Lahore has issued SOP's to ensure the payment of advertising bills within 90 days. The SOP's provide that the newspapers based in Lahore and Punjab must submit their bills of the published advertisements within 07 working days whereas the newspapers from other provinces must submit their bills within 10 working days.

The SOP's further require that the date of bills should match the date of publication, not the date on DRO. The incomplete bills will be returned and the deadline for their processing will be calculated from the date of re-submission. The publication / agency failing to meet deadlines will be treated as under :

- i. On first violation, publication / agency will be sensitized to observe the SOPs and give reasons for their failure within three days of the issuance of letter.
- ii. On second violation, the matter will be brought into notice of APNS, CPNE and PID HQ to place the publication / agency under observation.
- iii. On third violation, the agency will be recommended for removal from accreditation list / for removal of publication from CML.

We enclose herewith a copy of the SOP's for your information and record.

Thanking you,

Yours faithfully,

(Dr. Tanvir A. Tahir)
Executive Director
APNS

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F.No.47(3)/2018-A(L)
Government of Pakistan
PRESS INFORMATION DEPARTMENT
Regional Information Office
Lahore

Dated: October 06, 2023

Subject: SOP's FOR BILLS PAYMENT

Reference to letter from Chairman APNS recovery committee dated September 12, 2023 from now onwards following SOPs have been decided to streamline the payment process:

2. Keeping in view the cabinet decision to ensure the payments of the advertisement bills within 90 days period. PID now onwards will follow the following proposed SOPs:
 - I. Clients from within the city and province must submit the bills of the published advertisement within 07 working days.
 - II. Clients from out of province must submit bills within 10 working days
 - III. The date on bill should match the date of publication not the date on DRO.
 - IV. Incomplete bills will be returned and the deadline for their processing will be calculated from the date of re-submission. The publication/ agency failing to meet deadlines will be treated as under:
 - i. On first violation, publication/ agency will be sensitized to observe the SOPs and give reasons for their failure within three days of the issuance of letter.
 - ii. On second violation, the matter will be brought into notice of APNS, CPNE and PID HQ to place the publication/ agency under observation.
 - iii. On third violation, the agency will be recommended for removal from accreditation list/ for removal of publication from CML.
 - V. Newspapers/ agencies must prepare their invoices carefully according to applicable rates to client's status i.e. Government rate or Government commercial rate. Misleading invoices will be treated as financial irregularity and case can be referred to APNS, CPNE and PID HQ.
 - VI. Publication/ agency must share the name of a focal person who must be responsible and well versed with the process of advertisement, billing etc, his details will be shared with PID HQ and must contain the following details: Names of publication/ agency, Name of focal person, contact number (landline and mobile) and email ID. The PID will communicate or respond only on the given contact numbers and Email ID.
 - VII. PID will ensure one window operation for submission of bills and their issuance after the due process.
 - VIII. Newspapers/ agencies must ensure that their attached invoices are correct and duly signed.

- IX. The status of the bills will be updated on regular basis on the prescribed format. PID will make all possible efforts to place the data online regarding submission of bill status and it will be accessible for the clients i.e. publication/ agency/ client departments
- X. All the advertisement bills will be processed as per PID numbers from now onwards.
- XI. The client will be asked to issue a covering letter along cheque clearly mentioning the PID number etc against which the same payment is being made.

3. Let me add that currently we are processing the claims client wise which delays the processing. I want to quote an example: PID Lahore issued the verified bill to PCSIR which was received on September 21, 2023 whereas the advertisement was published on June 09, 2023. The copy of the same having more ambiguities is annexed. I think we should also try to review our processing to bring an ease to our customs.

Regards.

Shafqat Abbas
(SHAFQAT ABBAS)
Director General

1. Executive Director General/PIO,
Press Information Department HQ, Islamabad
2. Mr. Mohsin Mumtaz (Daily Aftab), chairman
APNS Recovery Committee



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