# 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


APNS/2026/50 August 12, 2026

To, **All Concerned Advertising Agencies**

**Subject:** **Receipt of Client Payments directly by Agencies**

Dear Sirs,

We have noted with concern that some agencies are receiving payments directly from clients instead of their actual share of 15% as per their entitlement under the Government Advertising Policy of 85:15. It is unacceptable that they are also receiving share of publications through unfair means, and are not releasing the payments to the concerned publications. This is a violation of APNS Rules and Federal Advertising Policy.

We therefore advise such agencies to immediately release all payments received from the Government to concerned member publications. They are further advised not to receive payment of publications share from clients, failing which we will have no option but to take action as per Rules.

All concerned agencies are advised, do not receive any payments in future from Government clients Payment Policy, in order to avoid punitive action.
Thank you.

Yours faithfully,

**( Muhammad Athar Kazi )**
Secretary General
A P N S

Copy to: Ms. Raisa Adil, PIO, Press Information Department, Islamabad
Mr. Farid Ahmad, DGPR