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AD/323

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To : All INS Member Publications &
All INS Accredited Advertising Agencies

Greetings from the INS Secretariat!!

RE: ADVERTISEMENTS RELATING TO ELECTIONS

It may be recalled that member publications in the past, were unable to recover substantial amounts as a result of non-receipt of payments from advertising agencies in respect of advertisements related to election campaigns. This was perhaps mainly due to non-receipt of payments in turn from the advertisers concerned, to the agencies.

In order to safeguard against such contingencies arising once again, in the context of the forthcoming general election of Lok Sabha, it is advised that Members may accept advertisements relating to election campaigns only on the receipt of payments on advance basis.

Best Regards,

Mary Paul
Secretary General