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MRV-57

June 15, 2023

To : ALL ACCREDITED ADVERTISING AGENCIES

Sub : Monitoring of dues through MRV System

Dear All,

As you are aware, as per the Rules and Regulations Governing Accreditation of Advertising Agencies, the accredited agencies are to clear their dues to member publications within a credit period of 60 days. However, it has been observed that certain accredited advertising agencies are making payments to member publications beyond the stipulated period of 60 days.

The Advertising Committee of the Society at its meeting held on 29.05.2023 has decided to strictly comply with the stipulation of payment of dues by accredited advertising agencies to member publications within the period of 60 days. Please note that payment made after the due date shall not be taken into consideration.

Accordingly, all advertising agencies are requested to login w.e.f. July 1, 2023 (i.e. from MRV-04/2023) to the MRV system between 6th to 10th (latest by 5 p.m.) of the month and take note of the outstanding dues reported by the member publications. In case, any discrepancies are noticed in respect of the outstanding shown by the publications, agencies could upload details of payment made, if any, and/or send a disbursement statement with proof of payments i.e. No Dues Certificate/s or Bank Statement reflecting the payment.

Please note that in case of dispute with any publication you are requested to resolve the matter with the publication or contact the Regional Chairman and Secretariat to help resolve the issue.

Our current system for monitoring dues of Advertising Agencies to Member Publications (w.e.f. January, 01, 2016) has focused on aggregate outstanding in excess of 5% of accumulated dues. Since all payments due are to be made within 60 days, agencies are advised to make payment well before the due date and not wait till the 60th day. Failure to adhere to the norms will result in an issue of Notice of Disaccreditation against such agencies.

Best regards,

Mary Paul
Secretary General

CC: AAI.