

All Pakistan Newspapers Society

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Ref: APNS/2012/234

December 6, 2012

To: <u>The Publishers of Member Publications</u>

Sub: South Asian Media Summit of the APNS

Dear Sirs,

her.

We are pleased to inform you that the All Pakistan Newspapers Society has planned to organize a South Asian Media Summit in Islamabad on January 15,16 & 17, 2013 which will mark the opening of the 60 years celebration of the formation of the APNS.

The proposed Summit will be spread over three days and will feature leading publishers, editors and marketing practitioners from India, Bangladesh, Sri Lanka and other South Asian countries who will focus on the challenges being faced by the media industry in the region particularly, the print media. We also expect leading multinational advertisers, participating in the Summit.

We are pleased to inform you that the President of Pakistan, Mr. Asif Ali Zardari has very kindly expressed his consent to inaugurate the Summit and host an inaugural dinner for the delegates at the Presidency.

At this mega event, we have planned some activities including an opportunity for member publications to exhibit their newspapers in the exhibition hall of the Summit. We are also working on printing a Special Report at the occasion highlighting the importance of the Summit as well as the efficacy of print media. The special report would contain advertisements of member publications, accredited advertising agencies and advertisers.

We offer you a special package for advertisement in the Special Report as well as a stall at exhibition. The package, being offered on cost to cost basis, is given hereunder :

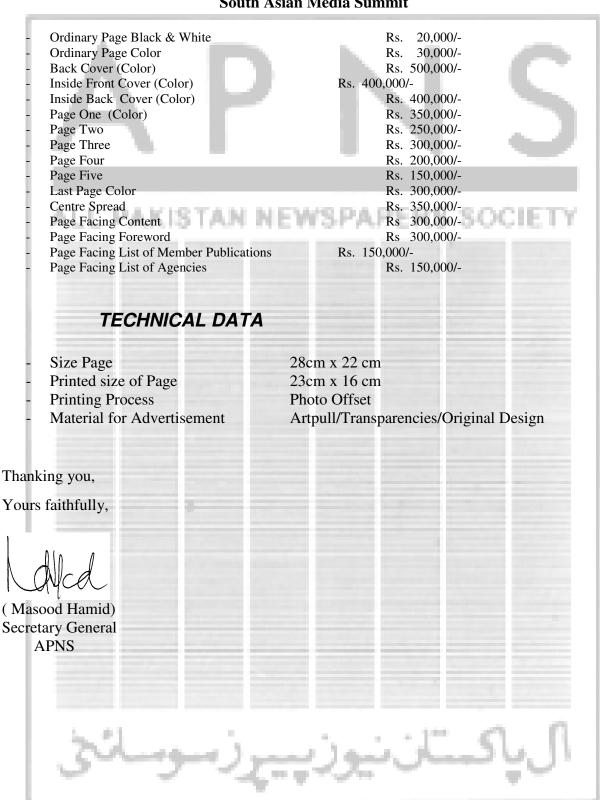
•	4m x 4m stall with Octonorm structure 2 chairs, 1 counter and lights	Rs.25,000/-
	with one Color advertisement in the Special	Report + 2 Complementary Registrations
•	16ft x 14ft stall with Octonorm structure 2 chairs, 1 counter and lights	Rs.50,000/-
	with one color advertisement in the Special Report + 4 Complementary R	
•	8ft x 18ft Barespace tructure and other stall fixtures can be fabricated by the stall holder With one Premium advertisement as under : + 8 Complementary registrations.	
	Back Page	Rs.1,000,000/-
	Inside Front	Rs. 900,000/-
	Inside Back	Rs. 900,000/-
	Centre Spread	Rs. 800,000/-

We hope that the member publications would avail this opportunity as it would be provided on first come first serve basis. The floor plan and other details of the Summit will be provided to you shortly. Please note that the member publications, not

10.00

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availing the opportunity of stall at the exhibition, may place their advertisements in the Special Report only. The tariff is given hereunder :



Advertisement Tariff for Special Report South Asian Media Summit