



# 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

Ref: APNS/2014/108

June 9, 2014

The Publisher / Chief Editor,  
All Member Publications.

**Subject: APNS DIRECTORY 2014.**

Dear Sir,

You would appreciate that the APNS Directory has become a special feature over the years. It has been vastly appreciated and welcomed by advertising agencies, member publications, prominent advertisers and researchers as a useful reference book.

We are pleased to inform you that the All Pakistan Newspapers Society has planned to bring out the 10<sup>th</sup> issue of its Directory for the year 2014 which would contain complete information such as laws / rules and procedures governing APNS – Agency – Publication relations including list of Member Publications, Accredited Advertising Agencies, List of Clients in alphabetic as well as agency order, Constitution of the Society, Rules and Regulations for accreditation etc.

We enclose herewith a copy of your entry / proforma published in the last edition and request you to please go through the same and send us any change / addition you deemed to be incorporated in the entry.

The Executive Committee of the APNS has also decided to include brief resume of publishers / editors in the Directory as a special feature. We therefore, request you to kindly send us your resume along with your colored photograph to be published in the Directory 2014.

Please send us the above by June 20, 2014, however, if your response is not received by the appointed date, we would presume that no correction / addition is required in the enclosed entry and it would be published accordingly.

Please expedite.

Yours faithfully,

-s/d-

( Sarmad Ali )  
Secretary General, APNS

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**PROFORMA MEANT FOR  
INFORMATION RELATING TO MEMBER PUBLICATIONS.**

**NAME OF PUBLICATION:** .....

**FREQUENCY:** ..... **PAGES:** .....

**LANGUAGE:** .....

**PRICE PER COPY/SUBSCRIPTION:** .....

**DATE OF ESTABLISHMENT:** .....

**DATE OF APNS MEMBERSHIP:** .....

**NAME OF PUBLISHER/PROPRIETOR:** .....

**NAME OF PRINTER:** .....

**NAME OF EDITOR:** .....

**REPRESENTATIVE IN THE APNS:** .....

**MOBILE NUMBER:** .....

**EMAIL:** .....

**ACCOUNTS REPRESENTATIVE NAME** .....

**MOBILE NUMBER:** .....

**ADDRESS**  
[HEAD OFFICE]: .....

.....

**PHONES, :** .....

**FAX NUMBERS:** .....

**EMAIL:** ..... **WEBSITE:** .....

**ADDRESS** [BUREAU/BUSINESS OFFICE]: .....

.....

**PHONES, :** .....

**FAX NUMBERS:** .....

**ADVERTISEMENT TARIFF:** .....

**TECHNICAL DATA:** .....

**Note: Please provide profile of Publisher/Proprietor alongwith recent Photograph and Logo of Publication.**