



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2014/110

June 9, 2014

The Chairman / Managing Director,
All Accredited Advertising Agencies.

Sub: 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 now planned to publish the 10th issue of its Directory for the year 2014 which would contain complete information such as list of Member Publications, Accredited Advertising Agencies, list of clients of agencies in alphabetic as well as agency order, Constitution of the Society, Rules and Regulations governing accreditation, press laws and other information relating to newspaper industry.

We enclose herewith a copy of your entry / Proforma published in the last edition and your clients list as per APNS record, for your perusal. Please send us any change / addition you deemed to be incorporated in the entry / list of clients.

The Executive Committee of the APNS has also decided to include brief resume of advertising practitioners 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 positively. 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.

Thanking you,

Your faithfully,

(Sarmad Ali)
Secretary General
APNS

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PROFORMA MEANT FOR
INFORMATION RELATING TO ACCREDITED ADVERTISING AGENCIES

NAME OF AGENCY:.....

HEAD OFFICE ADDRESS:.....

PHONES NOS:.....

FAX NOS:.....

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

BRANCH ADDRESSES:.....

CONSTITUTION:..... **NTN NO**.....

NAME OF PROPRIETOR/PARTNERS:..

(i)..... **DESIGNATION**.....

(ii)..... **DESIGNATION**.....

(iii)..... **DESIGNATION**.....

EXECUTIVE DIRECTOR:.....

DATE OF ESTABLISHMENT:.....

DATE OF APNS ACCREDITATION:.....

MEDIA HEAD:..... **MOBILE**.....

ACCOUNT HEAD:..... **MOBILE**.....

REPRESENTATIVE IN APNS:..... **MOBILE**.....

Note: Please provide profile of Proprietor/Partner alongwith recent Photograph and Logo of Agency.