



# 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/2013/15

January 19, 2013

To: **All Accredited Advertising Agencies.**

Sub: **23<sup>rd</sup> APNS Advertisement Awards.**

Dear Sirs,

The All Pakistan Newspapers Society has decided to hold its Annual Awards Ceremony in the month of March this year. In the ceremony, awards will be given for the entries appeared in member publications of the APNS during the period of January 01, 2012 to December 31, 2012. Following categories constitute the 23<sup>rd</sup> APNS Advertising Awards:

**1. Business Performance Award**

This award will be awarded to an agency that has placed the highest volume of business within APNS member publications.

**2. Special Business Awards  
(Three awards)**

These awards will be given to agencies which have increased their business in terms of percentage over the last year in three categories of APNS member publications: (a) Periodicals (Magazines), (b) Regional dailies, (c) Metro B Dailies.

**a) Special Business Award for Periodicals (Magazines)**

To be eligible, agencies should have placed business worth at least:  
**30 million rupees** in magazines

**b) Special Business Award for Regional Dailies**

To be eligible, agencies should have placed business worth at least:  
**50 million rupees** in regional dailies  
(Daily newspapers having no edition from cities other than Karachi, Lahore, Islamabad / Rawalpindi)

**c) Special Business Award for Metro B Dailies**

To be eligible, agencies should have placed business worth at least: **50 million rupees** in Metropolitan B dailies *i.e. daily newspapers publishing from one of the Metropolitan Centers i.e. Karachi-Lahore-Rawalpindi / Islamabad. The term includes editions of these newspapers being brought out from other than Metropolitan Centers.*

**3. Client Performance Awards**

Two awards for clients of accredited agencies, one each for private and public sector organizations for the highest volume of business placed in APNS member publications.

Entrants should send in their publication-wise statement of billing to prove the amount of their net business.

**4. Creative Awards Categories**

The awards will be given to agencies and their employees for the following categories:

- Best Newspaper ad
- Best Periodical (Magazine) ad
- Best Campaign
- Best Public Service Campaign

The entrants may send maximum three entries for each category. Overlapping of entries in the categories is permissible. One original tear-sheet and 5 copies of the entry along- with CD in Jpeg format must be provided for the contest.

Your whole hearted participation in the awards is expected to make them more competitive. You are requested to send the entries latest by January 31, 2013.

Please find enclosed the rules and regulations of the 23<sup>rd</sup> APNS Advertisement Awards. We look forward for your participation. In case of any query please contact the APNS Secretariat.

Thanking you,

Yours faithfully,

-s/d-

( Masood Hamid )  
Secretary General  
APNS

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**APNS ADVERTISING AWARDS for 2012**  
**Rules and Regulations**

**A. Eligibility Rules**

1. Entries will be accepted only from APNS accredited agencies
2. Entries published between **January 1, 2012 and December 31, 2012** will be eligible.
3. Original material produced by Pakistani agencies is eligible; adaptations will be accepted only if the creative execution has originated from a Pakistan based accredited agency.
4. Entries that do not strictly adhere to the above stated eligibility rules will be disqualified.
5. APNS reserve the right to reproduce entries in print or digital formats, with due credit to the source.
6. APNS reserves the right to disqualify any entries not deemed to comply with the rules and spirit of the competition.
7. The entrants may send maximum three entries for each category. Overlapping of entries in the categories is permissible. One original tear-sheet and 5 copies of the entry along- with CD in Jpeg format must be provided for the contest.

**B. Entry Deadline:**

January 31, 2013

**C. Awards and Categories**

Following is the complete list of awards and there categories

**BUSINESS AWARDS CATEGORIES.**

(For Business / Advertisements Placed in APNS member publications from Jan 1, 2012 – Dec 31, 2012).

**2. Business Performance Award**

This award will be awarded to an agency that has placed the highest volume of business within APNS member publications during the year 2012.

**2. Special Business Awards**

**(Three awards)**

These awards will be given to agencies which have placed business in three categories of APNS member publications: (a) Periodicals (Magazines), (b) Regional dailies, (c) Metro B Dailies.

a) **Special Business Award for Periodicals (Magazines)**

To be eligible, agencies should have placed business worth at least: **30 million rupees** in magazines in the year.

b) **Special Business Award for Regional Dailies**

To be eligible, agencies should have placed business worth at least: **50 million rupees** in regional dailies in the year.

(Daily newspapers having no edition from cities other than Karachi,

Lahore, Islamabad / Rawalpindi)

c) **Special Business Award for Metro B Dailies**

To be eligible, agencies should have placed business worth at least: **50 million rupees** in Metropolitan B dailies *i. e. daily newspapers publishing from one of the Metropolitan Centers i.e. Karachi-Lahore-Rawalpindi / Islamabad. The term includes editions of these newspapers being brought out from other than Metropolitan Centers.*

**3. Client Performance Awards**

Two awards for clients of accredited agencies, one each for private and public sector organisations for the highest volume of business placed in APNS member publications during the year. Entrants should send in their publications statement of billing to prove the amount their net business.

**4. Creative Awards Categories**

The awards will be given to agencies and their employees for the following categories:

- Best Newspaper ad
- Best Periodical (Magazine) ad
- Best Campaign
- Best Public Service Campaign

**D. How to Enter:**

**1. Agency Business Awards**

- i). Agencies can submit one entry **only**.
- ii). A completed APNS Awards Entry Form must be submitted with each entry. If you are short listed as a winner, the information on the Entry Forms may be reproduced in publicity material therefore please ensure this information is comprehensive and correct.

**2. Client Performance Awards**

- i). Agencies can submit one entry **only**.
- ii). A completed APNS Awards Form must be submitted with each entry. If you are short listed as a winner, the information on the Entry Forms may be reproduced in publicity material therefore please ensure this information is comprehensive and correct.

**3. Creative Awards**

- i) Each advertisement constitutes one entry. However, advertisements which are part of a campaign series (advertisements that have been published or displayed within 30 days of each other) may be entered as a single entry.
- ii) Agencies may submit multiple or overlapping entries for all creative awards. If more than one agency has worked on the same entry, the concerned parties

must agree in advance as to which agency will be submitting the entry. If more than one agency enters the same work, the first entry will be accepted and the second will be disqualified.

- iii) A completed APNS Awards Form must be submitted with each entry. If you are short listed as a winner, the information on the Entry Forms may be reproduced in publicity material therefore please ensure this information is comprehensive and correct.

## **E. MATERIAL REQUIREMENTS.**

### **1. Entries for Agency Business Awards**

APNS reserves the right to ask for supporting documents to verify the amount of business placed with APNS member publications.

### **2. Entries for Client Awards**

APNS reserves the right to ask for supporting documents to verify the amount of business placed with APNS member publications.

### **3. Entries for Creative Awards**

- i) Original tear-sheets with 5 copies of the tear-sheet will be accepted.
- ii) Advertisements should be mounted on individual black poster or display boards. The thickness of the board should be approximately 8 or 16 ply. Boards should be not larger than 18 inches wide by 24 inches high (45 centimetres x 60 centimetres)
- iii) If more than one advertisement is submitted, these should be placed on separate boards. Multiple boards for the same entry should be numbered and attached with tape in a tri-fold or accordion fashion.
- iv) Entries should be placed for vertical viewing only.
- v) Digital copies of all print advertisements in Jpeg format should be submitted.

## **F. Judging and Announcement**

- i) An independent panel of judges will be appointed to judge the entries.
- ii) The decision of the jury in all matters relating to awarding of prizes will be final and binding

## **G. Mailing Instructions**

Your package must include the following items

- Separate entry forms with each entry.
- Original Tear-sheet, 5 photocopies & display boards, CDs as applicable.
- An itemised list of all entries by category, on your company's letterhead.

**All entries should be sent by courier or registered mail to:**

Mr. Anwar Farooqui, Chairman, Awards Committee  
All Pakistan Newspapers Society (APNS) House  
ST-1/E, Block No.16, KDA Scheme No.36,  
Gulistan-e-Jauhar, Karachi

*For further information contact the:*

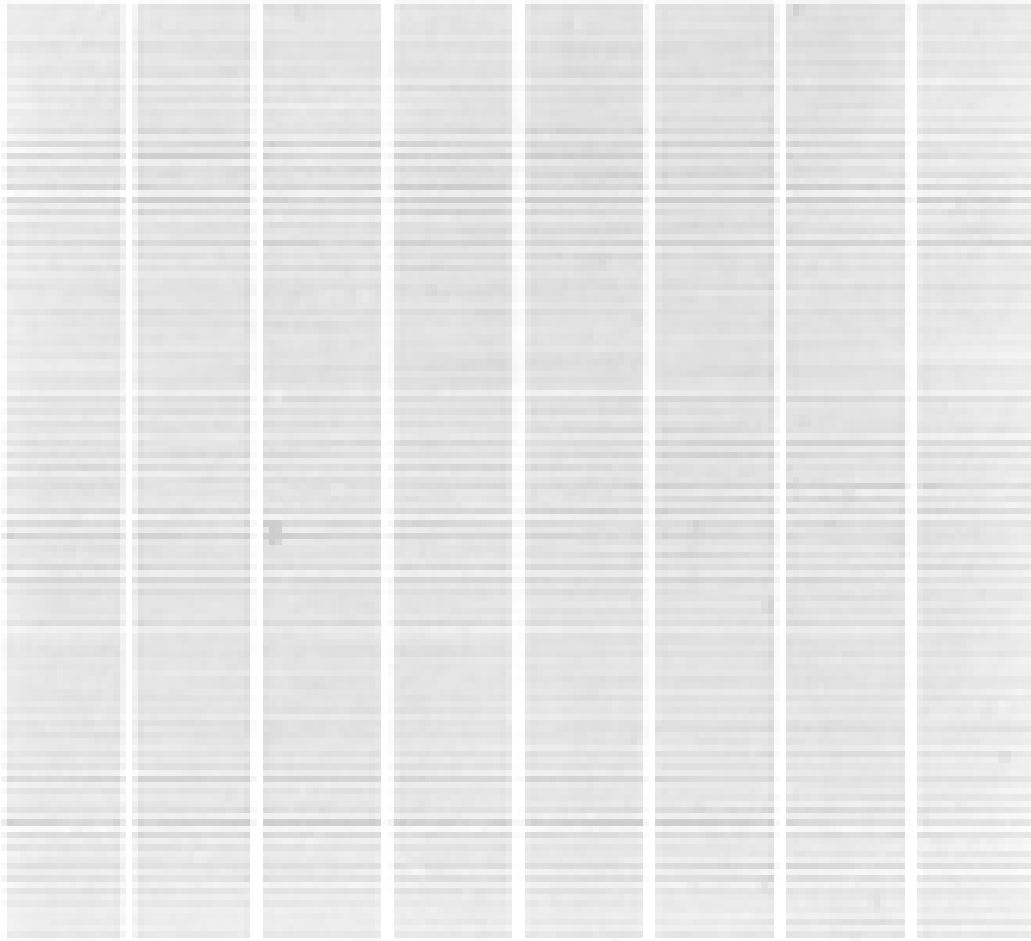
All Pakistan Newspapers Society (APNS) House

Telephone: +92 (213) 4012491-3 Fax: +92 (213) 4012495

Email: [apns@apns.com.pk](mailto:apns@apns.com.pk)

# APNS

ALL PAKISTAN NEWSPAPERS SOCIETY



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