



# 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/2013/17

January 21, 2013

To: **All Accredited Advertising Agencies**

Sub: **Renewal of Accreditation for the year 2013**

Dear Sirs,

We have to inform you that under Rule 8 of the Rules and Regulations for accreditation, all accredited advertising agencies are required to apply every year along with following formalities for the renewal of their accreditation to the APNS.

**Rule 8 (a):** The accredited advertising agency shall pay an annual fee of Rs.25,000/- for its office / branch situated in Karachi or office / branch situated in places other than Karachi by January 31<sup>st</sup> every year. The agency shall also liable to provide along with the annual fee a statement of quantum of business placed in each member publication during the preceding year.

**Rule 8 (b):** Every year at the time of renewal, the accredited agency shall furnish to the Society the names of its clients together with names of the products of the clients handled by the agency.

We request you to kindly ensure that the above requirements are fulfilled latest by January 31, 2013.

Thanking you.

Yours faithfully,

-s/d-

( Masood Hamid )  
Secretary General  
APNS

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