



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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Ref: APNS/AC/2025/21

February 04, 2025

## REMINDER

**To: ALL CONCERNED ACCREDITED ADVERTISING AGENCIES.**

**Sub: RENEWAL OF ACCREDITATION FOR THE YEAR 2025.**

Dear Sirs,

This refers to our Circular No.APNS/2025/01 dated January 06, 2025 wherein we had informed you that under Rule 8 of the Rules and Regulations for accreditation, all accredited advertising agencies are required to apply every year alongwith 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.25,000.00 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 alongwith 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 regret to note that you have not yet effected the payment for renewal of accreditation for the year 2025.

You are once again requested to kindly ensure that the above requirements must be fulfilled latest **by February 15, 2025.**

Thanking you.

Yours faithfully,

( Sarmad Ali )

Secretary General

APNS

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