



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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Ref: APNS/2025/01

January 06, 2025

**To: All Accredited Advertising Agencies**

**Sub: Renewal of Accreditation for the year 2025.**

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 for the renewal of their accreditation to the APNS.

As per APNS rules, the accredited advertising agency shall pay an annual fee of **Rs.25,000/- for its each office / branch** by January 31st every year. The agency shall also be liable to provide along with the annual fee a statement of quantum of business placed in each member publication during the preceding year. 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 20, 2025.

Thanking you.

Yours faithfully,

**( Sarmad Ali )**

Secretary General

APNS

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