



All Pakistan Newspapers Society

32-Farid Chambers, Abdullah Haroon Road, Karachi
Tel: 35671256, 35671314 Fax: 35671310, email: apns@apns.com.pk, Web: www.apns.com.pk

Ref: APNS/2012/18

February 2, 2012

To: All Accredited Advertising Agencies.

Sub: 22nd 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, 2011 to December 31, 2011. Following categories constitute the 22nd 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.

1(a) 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.

- **Special Business Award for Periodicals (Magazines)**
To be eligible, agencies should have placed business worth at least: **30 million rupees** in magazines
- **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 from cities other than Karachi, Lahore Islamabad)
- **Special Business Award for Metro B Dailies** To be eligible, agencies should have placed business worth at least: **50 million rupees** in Metro B dailies Daily newspapers from Karachi, Lahore and Islamabad only.

2. 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.

ال پاکستان نیوز پیپر سوسائٹی

Continued on.....P/2

3. 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 February 15, 2012

Please visit our website i.e. www.apns.com.pk for the rules and regulations of the 22nd 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-

(**Sarmad Ali**)

Secretary General, APNS

ال پاکستان نیوز پیپرز سوسائٹی