



All Pakistan Newspapers Society

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Ref: APNS/2012/20

February 03, 2012

All Member Publications

All Accredited / Associate Advertising Agencies

Dear Sirs,

I) NEW APPOINTMENT

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Accredited Advertising Agencies</u>
1	M/s. Ameer Sons, 305-A, Upper Mall, Lahore. Ph: 042-35792270-74 Fax: 35792269	M/s. Kimco Advertising (Pvt.) Ltd.
2	M/s. Enem Enterprises, 32C-Commercial Zone, Liberty Market, Gulberg III, Lahore.Ph: 35758001-3 Fax: 35712484	M/s. Kimco Advertising (Pvt.) Ltd.
3	M/s. Eton Financial, Suite 601, Horizon Tower, Block-3, Clifton, Karachi. Ph: 35824102-04 Fax: 35824103	M/s. Media Pulse (Pvt.) Ltd.
4	M/s. Al Ghurair Giga Pakistan (Pvt.) Ltd., DHA, Phase II, Sheikh Zayed Bin Sultan Al Nahyan Road (G.T. Road), Islamabad. UAN: 111-244-244 Fax: 51-4492201	M/s. Modem4 (Pvt.) Ltd.
5	M/s. DHL Global Forwarding, 187/1/E, Block-2, PECHS, Shahrah-e-Quaideen, Karachi. Ph: 34315041-5 Fax: 34533300	M/s. Orient Advertising (Pvt.) Ltd.
6	M/s. Cantonment Board Walton, 42-Sarwar Road Road, Lahore Cantt. Ph: 042-99221100 Fax: 99220161	M/s. Synergy Advertising (Pvt.) Ltd.
7	M/s. IMGCGlobal (Pvt.) Ltd., IMGCGlobal House 177-A, S.M.C.H. Society, Karachi. Ph: 34305271-78 Fax: 34305279	M/s. The Brand Partnership (Pvt.) Ltd. (for Barkat Cooking Oil & Banaspati (Edible Oil & Ghee)

As per our list, no other accredited agency appear to be handling account of the clients in question.

II) CHANGE OF AGENCY

<u>S.No.</u>	<u>Client Name & Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
1	M/s. Arena Multimedia, 806, Park Avenue, 24-A, Block-6, PECHS, Shahra-e-Faisal, Karachi. Ph: 34310960-66 Fax: 34310968	No new agency appointed	M/s. BBCL (Pvt.) Ltd.
2	M/s. Inbox Business Technologies (Pvt.) Ltd., 5th Floor, Dawood Centre, M.T. Khan Road, Karachi. UAN: 111-551-551 Fax: 35633961	M/s. International Advertising	M/s. Brainchild Productions
3	M/s. Information & Archives Department, Directorate of Advertisement, 96-Sindh Secretariat, 4B, Govt. of Sindh, Karachi. Ph: 99202672	M/s. Connect Marketing Communication	M/s. Xnine Communications (Provisional till 10-02-2012)
4	M/s. Universal School System, 289 B, Street-1, National Police Foundation, E-11/4, Islamabad.	No new agency appointed	M/s. Midas Communications

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III) ADDITIONAL APPOINTMENT**S.No. Client Name & Address****Product/Area/ Agency**

1	M/s. Pakistan Defence Officers Housing Authority 2/B, East Street, Phase-I, DHA, Karachi.	<u>M/s. Orient Advertising</u> : for DHA Mega Projects, Display Ads and all Tender Notices of DHA City, Defence Authority Clubs, Facilitation Advertisement, Education Institutions Ads (except Admission Ads), DHA Services Ads and DHA Tender Notices. (Except Engineering Division) <u>M/s. Hawk Advertising</u> : for Tender Notices (Engineering Division) only, DHA Educational Institutional (Admission) and DHA Cogen Power and Desalination Plant. <u>M/s. Maxim Advertising</u> : for Notice Ads & Misc. Announcements other than Tender Notices of DHA City. <u>M/s. Kimco Advertising</u> : for Career Opportunity Ads & Special Events of DHA City.
2	M/s. Progressive (Pvt.) Ltd., Progressive Centre, 7th Floor, 30-A, Block-6, P.E.C.H.S., Shahrach-e-Faisal, Karachi. Ph: 34322240-41	<u>M/s. TNI Communications</u> : for Empress View Saddar. <u>M/s. Sundial Advertising</u> : for other than Empress View Saddar.
3	M/s. Trading Corporation of Pakistan (TCP), Finance & Trade Centre, 4th & 5th Floor, Block-B, Shahrach-e-Faisal, Karachi. Ph: 99202947-49 Fax: 99202722	<u>M/s. Orient Advertising</u> : for Operational Tenders relating to Urea, Pulses and General Administrative matters. <u>M/s. Interflow Communications</u> : for Operational Tender Notices regarding Sugar & Cotton. <u>M/s. Manhattan Communications</u> : for Corporate / Promotional Ads and Operational Tenders of Soybean Oil. <u>M/s. Media Pulse</u> : for Operational Tender Notices regarding Rice, Wheat and Special Publicity Campaign (to be launched with regard to any special activity / operation)
(Please note that the "Special Supplement of SBCA" was wrongly circulated in favor of M/s. Kimco Advertising and M/s. Maxim Advertising vide our Circular No.APNS/2012/10 dated January 20, 2012 but now the bifurcation of SBCA is as under)		
4	M/s. Sindh Building Control Authority, Civic Centre, Annexe University Road, Gulshan-e-Iqbal, Karachi. Ph: 99230329 Fax: 99230326	<u>M/s. Kimco Advertising</u> : for Public Notices, Illegal Buildings, Regularization and Recovery Drive. <u>M/s. Maxim Advertising</u> : for NOC of Building Project. <u>M/s. Thoughts Advertising</u> : for Auction Notices.

Thanking You,

Yours faithfully,

-s/d-

Sarmad Ali
Secretary General