



All Pakistan Newspapers Society

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Ref: APNS/2012/21

February 03, 2012

All Member Publications

All Accredited / Associate Advertising Agencies

Dear Sirs,

Please refer our Circular No. APNS/2012/20 dated February 03, 2012. We have to inform you that the clearance certificates received on January 25, 2012 at the Secretariat, could not be included in the above Circular due to oversight. Please update the record.

I) CHANGE OF AGENCY

<u>S.No.</u>	<u>Client Name & Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
1	M/s. Aspire Educational Consulting, Karachi.	No new agency appointed	M/s. BBCL (Pvt.) Ltd.
2	M/s. Friends of Burns Centre, Karachi.	No new agency appointed	M/s. BBCL (Pvt.) Ltd.
3	M/s. The Premier Insurance Co. of Pakistan Ltd., Karachi.	No new agency appointed	M/s. BBCL (Pvt.) Ltd.
4	M/s. Sabs The Salon, Karachi.	No new agency appointed	M/s. BBCL (Pvt.) Ltd.
5	M/s. IKEA Asia Pacific Pte Ltd., Karachi.	No new agency appointed	M/s. BBCL (Pvt.) Ltd.
6	M/s. Foundation Public School, Karachi.	No new agency appointed	M/s. BBCL (Pvt.) Ltd.

II) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Product/Area/ Agency</u>
1	M/s. EFU Life Assurance Ltd., Karachi.	<u>M/s. Blitz</u> : for EFU Life Education Marriage / Retirement Concept Campaign 2008-09. (<i>M/s. BBCL cleared</i>)
2	M/s. Institute of Chartered Accountants of Pakistan (ICAP), Karachi.	<u>M/s. MIL</u> : for Southern Regional Committee <u>M/s. Orient Advertising</u> : for Golden Jubilee Celebration (<i>M/s. BBCL cleared</i>)
3	M/s. College of Accounting & Management Sciences (CAMS). 109 B Allama Shibli Nomani Road, Gulshan-e-Faisal, Bath Island, Clifton, Karachi. Ph: 35837108-9 Fax: 35834783	<u>M/s. Adgroup</u> : for Avicenna School and CAMS College of Business & Information Technology. <u>M/s. Pirana</u> : for other than Avicenna School and CAMS College of Business & Information Technology. (<i>M/s. Media Line Cleared</i>)

III) NEW APPOINTMENT

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Accredited Advertising Agencies</u>
1	M/s. Wall Street Exchange Co. (Pvt.) Ltd. S-22-M-5, Business Arcade, Shahr-e-Faisal, Karachi. Ph: 34326522-3 Fax: 34301072	M/s. Orient Advertising (Pvt.) Ltd

Thanking You,

Yours faithfully,

-s/d-

Sarmad Ali
Secretary General