



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2019/87

August 5, 2019

**All Member Publications
All Accredited Advertising Agencies**

Sub: APNS Special Souvenir on 24th APNS Awards

Dear Sir,

In continuation of our earlier communication we are bringing out the annual Special Souvenir highlighting the role and significance of print media and advertising industry to mark the 24th Annual Awards Ceremony the date for which will be announced shortly.

This year as a first, the Special Souvenir will be available to all local international readers online through the APNS website. This is a step we intend to establish as a practice for the coming years also. This gives a two pronged advantage to international exposure to the content within the Souvenir as well as enhanced mileage to the advertisers contributing within.

Gentlemen, your participation in this Special Souvenir through your institutions advertisement, serves not only as an extension of your support to the APNS but also a symbol of strength to the entire industry at a time when it is needed the most.

While we are thankful to the co-operation and support extended to us in the past by you which made these ventures a success, this year also we will be presenting the Special Souvenir to the Chief Guest which will as per precedence either be the President or the Prime Minister of Pakistan.

Further, as you all know the Special Souvenir is shared with all the dignitaries attending at the awards ceremony, spanning from the political circles to the diplomatic corps, the decision makers and the policy makers from all over the nation assembled in a single evening.

As we are rapidly approaching the expected event date, the publication of the souvenir will take place earlier. May I request you to please select the best possible position from the enclosed tariff and revert to us at your kind earliest.

In the meanwhile our office will liaise with you and also coordinate in case you should have any queries.

I thank you in advance for making this feature a success.

Yours faithfully,

-s/d-

(Dr. Tanvir A. Tahir)
Executive Director
APNS

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ADVERTISEMENT TARIFF FOR APNS SOURVENIR

- Ordinary Page Black & White	Rs. 25,000/-
- Ordinary Page Color	Rs. 40,000/-
- Title Color Strip	Rs.1,500,000/-
- Back Cover (Color)	Rs.1,000,000/-
- Inside Front Cover (Color)	Rs. 500,000/-
- Inside Back Cover (Color)	Rs. 500,000/-
- Page One (Color)	Rs. 500,000/-
- Page Two	Rs. 400,000/-
- Page Three	Rs. 400,000/-
- Page Four	Rs. 300,000/-
- Page Five	Rs. 200,000/-
- Page Six	Rs. 150,000/-
- Page Seven	Rs. 200,000/-
- Last Page Color	Rs. 400,000/-
- Centre Spread	Rs. 500,000/-
- Page Facing Content	Rs 400,000/-
- Page Facing Foreword	Rs 400,000/-
- Page Facing List of Member Publications	Rs. 200,000/-
- Page Facing List of Agencies	Rs. 200,000/-
- Page Facing List of Office Bearers	Rs. 150,000/-
- Page Facing List of Panel of Judges Advertising	Rs. 200,000/-
- Page Facing List of Panel of Judges Journalists	Rs. 200,000/-
- Page Facing Profile of Office Bearers	Rs. 300,000/-

TECHNICAL DATA

- Size Page	28cm x 22 cm
- Printed size of Page	23cm x 16 cm
- Printing Process	Photo Offset
- Material for Advertisement	Artpull/Transparencies/Original Design

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