



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
Tel: 34012491-4, Fax: 34012495, email: apns@apns.com.pk, web:www.apns.com.pk

Ref: APNS/2013/29

February 06, 2013

To: **All Accredited Advertising Agencies**

Sub: **APNS SOUVENIR FOR 23RD AWARDS CEREMONY**

Dear Sirs,

We are pleased to inform you that the 23rd Annual Awards Ceremony is scheduled to be held in the month of March 2013 wherein the President of Pakistan is being requested to grace the occasion as Chief Guest.

On this occasion, the APNS has planned to bring out a Special Souvenir. The Souvenir will include interesting details pertaining to newspapers industry, the role and significance of print media and pictorial section covering different aspects of the newspaper and advertising industry. It will also contain advertisements of the advertising agencies, member publications and clients.

We are thankful for the cooperation and support extended in the past by you which made these ceremonies a great success. We earnestly hope that this year, too, your support will be extended in the same manner.

We shall be grateful if we receive the advertisements at your earliest. The advertisement tariff and technical data are enclosed herewith.

Thanking you,

Yours faithfully,

-s/d-

(Masood Hamid)
Secretary General
APNS

ADVERTISEMENT TARIFF FOR APNS SOURVENIR

- Ordinary Page Black & White	Rs. 20,000/-
- Ordinary Page Color	Rs. 30,000/-
- Back Cover (Color)	Rs. 500,000/-
- Inside Front Cover (Color)	Rs. 400,000/-
- Inside Back Cover (Color)	Rs. 400,000/-
- Page One (Color)	Rs. 350,000/-

- Page Two	Rs. 250,000/-
- Page Three	Rs. 300,000/-
- Page Four	Rs. 200,000/-
- Page Five	Rs. 150,000/-
- Last Page Color	Rs. 300,000/-
- Centre Spread	Rs. 350,000/-
- Page Facing Content	Rs. 300,000/-
- Page Facing Foreword	Rs. 300,000/-
- Page Facing List of Member Publications	Rs. 150,000/-
- Page Facing List of Agencies	Rs. 150,000/-

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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