



# 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/2015/42

April 06, 2015

To: **All Member Publications**  
**All Accredited / Associate Advertising Agencies**

Dear Sirs,

## I) NEW APPOINTMENT

<u>S.No.</u>	<u>Clients Name &amp; Address</u>	<u>Accredited Advertising Agencies</u>
1	M/s. Career Connection Consulting, Mezzanine # 3, Building No.85-C, Main Kh-e-Jami, D.H.A., Phase-VII, Karachi. Ph: 35395527	M/s. Bilal Associates
2	M/s. Brand Pakistan, 366-A, Street # 37, F-11/3, Islamabad. Ph: 2214777-8	M/s. Channel 7 Communications
3	M/s. Federal Insurance Ombudsman Secretariat, 2nd Floor, PRCS Annexe Building, Plot # 197/5, Dr. Daudpota Road, Karachi. Ph: 99207761-2 Fax: 99207763	M/s. Hawk Advertising
4	M/s. Creative Property Management, Suite # 1, 63-C, Bukhari Comm. Lane-5, Phase VI, D.H.A., Karachi. Ph: 35241234-8 Fax: 35241239	M/s. Maxim Advertising & Co.
5	M/s. Union Estate, 125-C/II, Jami Commercial St. 14, Main Khayaban-e-Ittehad, Phase VII, Defence Housing Society, Karachi. Ph: 35882728	M/s. Maxim Advertising & Co.
6	M/s. Lavish Homes Property Consultant Mezzanine Floor, Plot No.S-3 & S-6, Block-D, Marhaba Centre, Near Lavish Dine, Gulshan-e-Jamal, Main Rashid Minhas Road, Karachi. Ph: 34688628 Fax: 34688629	M/s. Maxim Advertising & Co.
7	M/s. Value Homes, ( Pearl Estate Brokers & Advisors) 45-E, Khayaban-e-Sehar, Shahbaz Commercial, DHA Phase VI, Karachi. Ph: 35350005-08	M/s. Maxim Advertising & Co.
8	M/s. Royal Ranches, (Real Estate Solutions) 54-C, Main Khy-e-Shahbaz, Shahbaz Commercial DHA, Phase 6, Karachi. Ph: 35161406-8	M/s. Maxim Advertising & Co.
9	M/s. Hadayat Food Stuffs Industries (Pvt.) Ltd., 1-B, Garden Block, Garden Town, Lahore. UAN: 111-100-786 Fax: 35850162-3	M/s. Synergy Advertising <b>for Sufi Water &amp; Sufi Beverages</b>  ( M/s. Media Network cleared )

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 &amp; Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
1	M/s. Ministry of Planning, Development and Reform, (Mass Media & CSTY Section) Government of Pakistan, Islamabad	<b>M/s. Channel 7 Communications</b> for Ads, Features, Projection Material, Designing of Publications & Development Campaign.	M/s. Orient Advertising

- |   |  |                                |                               |
|---|--|--------------------------------|-------------------------------|
| 2 | M/s. National Institute of Management Sciences (NIMS),<br>715-B Batala Colony, Faisalabad.           | M/s. Unity Advertising & Mktg. | M/s. Unity Advertising Agency |
| 3 | M/s. Sayyed Engineers Ltd.,<br>16-L, Model Town, Extension,<br>Lahore. Ph: 35177610-14 Fax: 35177156 | M/s. Modem4 (Pvt.) Ltd.        | M/s. 4 Square Communications  |

### **III) ADDITIONAL APPOINTMENT**

#### **S.No. Client Name & Address**

#### **Product/Area/ Agency**

- |   |  |   |  |
|---|--|---|--|
| 1 | M/s. Dte of Public Relations (Navy),<br>Naval Headquarters,<br>Islamabad.<br>Ph: 051-9261870 Fax: 20062326   | <p><u>M/s. The Brand Partnership:</u> for Tenders related to Estate and Works / MES., Tenders related to Education / NES, Institutional Ads for 23rd March, Recruitment Ads for Cadets and Ads related to Commander Logistics at Karachi.</p> <p><u>M/s. M Communications:</u> for Tenders related to Hydrography, Recruitment Ads for Short Service Commission, Tenders related to DP (Navy), Ads related to Commander Coastal and Coastal Areas and Ads related to NHQ offices at Karachi.</p> <p><u>M/s. Manhattan Communications:</u> for Tenders related to IT, Tenders related to Housing, Recruitment Ads for Sailors, Institutional Ads for 6th Sept. and Ads related to Commander Karachi.</p> |  |
| 2 | M/s. Global Marketing Corporation,<br>Plot No.18, Block 7&8, M.C.H.S.,<br>A.M. Yamani Road, Off: Tipu Sultan Road,<br>Karachi. Ph: 34391575-6 Fax: 34325435                | <p><u>M/s. Channel 7 Communications:</u> for Tenders related to Medical, Tenders related to Transport, Institutional Ads for 14th August, Ads related to HQs COMCEP, Recruitment Ads for Civilians and Ads related to Commander Pakistan Fleet.</p> <p><u>M/s. Interflow Communications:</u> for Weetabix, SAMMI, Dilmah and Godrej (Fairglow, Cinthol, Godrej Hair Color &amp; Aer)</p> <p><u>M/s. Repcom Advertising:</u> for Epic Energy Drink.</p>  |  |
| 3 | M/s. National Electric Power Regulatory Authority (NEPRA)<br>NEPRA Tower, Attaturk Avenue (East),<br>G-5/1, Islamabad.<br>Ph: 051-2013200 Fax: 051-9210215                 | <p><u>M/s. Synergy Advertising:</u> for Notice of Admission / Public Hearing for Determination of Tariff and Vacancy Announcement / Job Advertisement.</p> <p><u>M/s. Channel 7 Communication:</u> for Public Hearing in respect of all fuel price adjustments and Tender Notices.</p> <p><u>M/s. Evernew Concept:</u> for Notice of Admission in respect of Generation and Distribution License Application.</p> <p><u>M/s. M Communications:</u> for Notices regarding Licensee Proposed Modification and APM.</p> <p><b>( M/s. Midas, M/s. Orient and M/s. MCL cleared)</b></p>  |  |
| 4 | M/s. Utility Stores Corporation of Pakistan (Private) Limited.,<br>Plot # 2039, Sector F-7/G-7,<br>Jinnah Avenue, Blue Area,<br>Islamabad.<br>Ph: 051-9242042 Fax: 9245046 | <p><u>M/s. Kenad (Pvt.) Ltd.:</u> for Procurement (Rice, Sugar, Pulses), Ramzan Relief Package of Print Media.</p> <p><u>M/s. Midas Communications:</u> for Pre-qualification / Procurement (Poly Granule, Raw Spices, Ghee, Oil &amp; Shopping Bags)</p> <p><u>M/s. M Communications:</u> for Public Notice, Occasional and Event Management Fixed Assets and Awareness Campaign.</p> <p><u>M/s. Adgroup (Pvt.) Ltd.:</u> for Transportation, Stationary, Legal, Employment Ads &amp; Promotional Campaign of Utility Brand.</p>   |  |

Thanking you,

Yours faithfully,

-s/d-

( Sarmad Ali )  
Secretary General