



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2012/237

December 8, 2012

To: The Accredited Advertising Agencies

Sub: South Asian Media Summit of the APNS

Dear Sirs,

We are pleased to inform you that the All Pakistan Newspapers Society has planned to organize a South Asian Media Summit in Islamabad on January 15,16 & 17, 2013 which will mark the opening of the 60 years celebration of the formation of the APNS.

The proposed Summit will be spread over three days and will feature leading publishers, editors and marketing practitioners from India, Bangladesh, Sri Lanka and other South Asian countries who will focus on the challenges being faced by the media industry in the region particularly, the print media. We also expect leading multinational advertisers, participating in the Summit.

We are pleased to inform you that the President of Pakistan, Mr. Asif Ali Zardari has very kindly expressed his consent to inaugurate the Summit and host an inaugural dinner for the delegates at the Presidency.

At this mega event, we have planned some activities including an opportunity for accredited advertising agencies to exhibit their profile and services provided by them in the exhibition hall of the Summit. We are also working on printing a Special Report at the occasion highlighting the importance of the Summit as well as the efficacy of print media. The special report would contain advertisements of member publications, accredited advertising agencies and advertisers.

We offer you a special package for advertisement in the Special Report as well as a stall at exhibition. The package, being offered on cost to cost basis, is given hereunder :

- **4m x 4m stall with Octonorm structure Rs.40,000/-**
2 chairs, 1 counter and lights
with one Color advertisement in the Special Report + 2 Complementary Registrations
- **16ft x 14ft stall with Octonorm structure Rs.70,000/-**
2 chairs, 1 counter and lights
with one color advertisement in the Special Report + 4 Complementary Registrations
- **18ft x 18ft Barespace**
Structure and other stall fixtures can be fabricated by the stall holder
With one Premium advertisement as under : + 8 Complementary registrations.

Back Page	Rs.1,000,000/-
Inside Front	Rs. 900,000/-
Inside Back	Rs. 900,000/-
Centre Spread	Rs. 800,000/-

We hope that the accredited advertising agencies would avail this opportunity as it would be provided on first come first serve basis. The floor plan and other details of the Summit will be provided on request. Please note that the accredited advertising agencies, not availing the opportunity of stall at the exhibition, may place their advertisements in the Special Report only.

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The tariff is given hereunder :

**Advertisement Tariff for Special Report
South Asian Media Summit**


- Ordinary Page Black & White	Rs. 25,000/-
- Ordinary Page Color	Rs. 40,000/-
- 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

Thanking you,

Yours faithfully,



(Masood Hamid)
Secretary General
APNS

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