



All Pakistan Newspapers Society

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Ref: APNS/2012/24

February 08, 2012

To: All Accredited Advertising Agencies

Sub: APNS SOUVENIR FOR 22nd AWARDS CEREMONY

Dear Sirs,

We are pleased to inform you that the 22nd Annual Awards Ceremony is scheduled to be held in the last week of March, 2012 wherein, the President of Pakistan, Mr. Asif Ali Zardari will be 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-
(Sarmad Ali)
Secretary General

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