



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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Ref: APNS/2012/84

May 8, 2012

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

**Sub: Information regarding E-mail / Phone Nos.**

Dear Sirs,

We have noted that APNS informations, decisions and directives do not reach member publications and accredited agencies in time.

With this in mind we are introducing a new communications system. The system will rely on emails and SMS alerts, depending on the nature of the communiqué. A dedicated email address or ID will be created soon, that will serve as the communication portal to and from APNS. Over a period of time we would want to do away with the practice of sending hard copies (printed material) from APNS and will like to encourage member publications and agencies to resort to same form of communication. We believe you will agree that this will assure a greater level of communication and speedier feedback.

For most agencies and indeed publications this is already a norm as technology has become an integral component of modern organisations. However we appreciate that certain individuals may need to align themselves with the new system. We would like to solicit the support of all stakeholders in the adoption of this system, as we strive to keep APNS an efficient and effective organisation.

We therefore, request you to provide us with the e-mail ID and mobile phone of the concerned representative of your organization for attending the communiqués of the APNS through e-mail and SMS alerts. We would appreciate that the information be provided by May 14, 2012 positively to our email, [apns@apns.com.pk](mailto:apns@apns.com.pk) or through fax on 021-34012495.

Thanking you,

Yours faithfully,

-s/d-

( Masood Hamid )

Secretary General

APNS