



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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Ref . APNS/2018/46

May 8, 2018

## REMINDER

**To: All Concerned Accredited Advertising Agencies**

**Sub: Renewal of Accreditation for the year 2018**

Dear Sirs,

This refers to our Circular No.APNS/2018/03 dated January 11, 2018 wherein we had advised you to effect the payment of the renewal of accreditation for the year 2018 by January 31, 2018 as per the provision of Rule 8 of the Rules and Regulations for accreditation, all accredited advertising agencies are required to apply every year along with following formalities for the renewal of their accreditation to the APNS.

We regret to note that we have not yet received your renewal of accreditation for the year 2018.

You are therefore, again requested to effect the payment of the renewal of accreditation for the year 2018 as per following details :

**Rule 8 (a):** The accredited advertising agency shall pay an annual fee of Rs.25,000/- for its office / branch situated in Karachi or office / branch situated in places other than Karachi by January 31<sup>st</sup> every year. The agency shall also liable to provide along with the annual fee a statement of quantum of business placed in each member publication during the preceding year.

**Rule 8 (b):** Every year at the time of renewal, the accredited agency shall furnish to the Society the names of its clients together with names of the products of the clients handled by the agency.

We shall be grateful if you ensure the payment of the Renewal of Accreditation for the year 2018 latest by May 15, 2018 However, if you have already paid the fee, please ignore this communication.

Thanking you.

Yours faithfully,

( Sarmad Ali )  
Secretary General