



All Pakistan Newspapers Society

32-Farid Chambers, Abdullah Haroon Road, Karachi
Tel: 35671256, 35671314 Fax: 35671310, email: apns@apns.com.pk, Web: www.apns.com.pk

Ref: APNS/2012/05

January 10, 2012

**To: All Accredited Advertising Agencies /
Media Buying Houses.**

**Sub: Revision of the Fee Structure / Bank Guarantee for Accreditation /
Registration of MBH / Restructuring / Confirmation of Accreditation.**

Dear Sirs,

We have to inform you that the Executive Committee of the APNS at its meeting held on January 05, 2012 considered the fee structure / bank guarantee for accreditation with the APNS and revised the same w.e.f. January 01, 2012. The new fee structure is as per following:

Ad Agencies

• Accreditation fee	(Rs.15,000/-)	Rs. 50,000/-
(includes non-refundable processing fee of Rs.10,000/-)		
• Associateship fee	(Rs.10,000/-)	Rs. 25,000/-
(includes non-refundable processing fee of Rs.10,000/-)		
• Renewal fee (Head Office / Branch)	(Rs.12,000 / 8,000/-)	Rs. 25,000/-
• “ “ of Associate agencies	(Rs. 6,000/-)	Rs. 15,000/-
• Restoration fee	(Rs.10,000/-)	Rs. 25,000/-
• Confirmation of accreditation fee	(Rs.10,000/-)	Rs. 50,000/-
• Change of name / restructuring fee	(Rs.25,000/-)	Rs.100,000/-
• Bank Guarantee on provisional accreditation (Rs.1 Million)		Rs.2.5 million
• “ “ on confirmation	(Rs.1 Million)	Rs.2.5 million
• “ “ for Associateship	(Rs.0.5 Million)	Rs.1.5 million

Media Buying Houses

• Registration fee	(Rs.50,000/-)	Rs.0.5 million.
(includes non-refundable processing fee of Rs.20,000/-)		
• Renewal fee	(Rs.30,000/-)	Rs.100,000/-
• Restoration fee	(Rs.15,000/-)	Rs. 30,000/-
• Change of name / re-structuring fee		Rs.200,000/-

The Bank Guarantee for MBH has been enhanced from Rs.1.5 million to Rs.10 millions.

This is for your information and compliance.

Thanking you.

Yours faithfully,

-s/d-

(Sarmad Ali)
Secretary General