



All Pakistan Newspapers Society

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Ref: APNS/2011/211

10-Nov-11

All Member Publications
All Accredited / Associate Advertising Agencies

Dear Sirs,

1) NEW APPOINTMENT

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Accredited Advertising Agencies</u>
1	M/s. Memon Professional Forum Exclusive Trade Centre, 4th Floor, 26-C, Rahat Lane-3, DHA Phase VI, Karachi. Ph: 34536574	M/s. BBCL (Pvt.) Ltd.
2	M/s. Heinz (Heinz Africa & Middle East Branch) Building No.4W-A, 7th Floor, Office No.717, United Arab Emirates, Ph: (9714) 2993899 Fax: (9714) 2993902	M/s. Brainchild Communications Pakistan (Pvt.) Ltd.
3	M/s. M. Kamil Builder, III-F, 2/7, Nazimabad No-3, Karachi. Ph: 35432090-91 Fax: 35432080	M/s. Cross Check Communications (Pvt.) Ltd.
4	M/s. MauSummery Lawn, 20-K, Gulberg II, Lahore. Mobile: 0300-8485872	M/s. Firebolt 63
5	M/s. MNB Advertising, (Deals in Hording / Billboards, Signage and BTL activities) 64-T Commercial, 2nd Floor, Phase 2, DHA, Lahore. Ph: 042-35707585-8 Fax:35707589	M/s. Media One Communications
6	M/s. Care Mark International, 73-A-Ahmad Block, Garden Town, Lahore. Ph: 042-37030375 Fax: 37030376	M/s. Mint Idea House
7	M/s. Times Clothing (Pvt.) Ltd., 1/2-KM, Manoo Road, Off Bhotatian Chowk, Raiwind Road, Lahore. Ph: 042-35320572-73 Fax: 35320571	M/s. Orient Advertising (Pvt.) Ltd.
8	M/s. Creek Developers (Pvt.) Ltd., 416-418, Continental Trade Center, Block-8, Clifton, Main Road, Karachi. Ph: 35302902-06 Fax: 35302913	M/s. Synergy Advertising (Pvt.) Ltd.

As per our list, no other accredited agency appear to be handling account of the clients in question.

II) CHANGE OF AGENCY

<u>S.No.</u>	<u>Client Name & Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
1	M/s. Municipal Administration Korangi Town, Main Building Municipal Administration Korangi Town, Korangi Town No.4, Karachi. Fax: 35069503	M/s. Maxim Advertising Co.	M/s. Oasis Advertising

III) APPOINTMENT OF MBH

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Creative Agencies</u>	<u>MBH</u>
1	M/s. Novartis Pharma (Pakistan) Ltd., 15 West Wharf Road, Karachi. Ph: 32202071-80 Fax: 32310241	M/s. Contract Advertising: for Mosquito Repellent M/s. Interflow Communication: for Vaccines Portfolio M/s. Marketing & Advertising: for Corporate Ads M/s. Sundial Advertising: for other than Corporate Agro Division, Mosquito Repellent and Vaccines Portfolio. (M/s. Orient Advertising cleared)	M/s. T Media: for Mosquito Repellent M/s. Group M Pakistan : for Vaccines Portfolio

IV) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Product/Area/ Agency</u>
1	M/s. Beaconhouse School System, 10-11, Gurumangat Road, Gulberg III, Lahore. UAN: 111-232-266 Fax: 042-35712027	M/s. Interflow Communications: for Access Public School, Corporate and other than Recruitment Ads. Direct: for Recruitment Ads.
2	M/s. Institute of Cost & Management Accountants of Pakistan, (ICMAP) ST-18/C, Block-6, ICMAP Avenue, Gulshan-e-Iqbal, Karachi. Ph: 99243900 Fax: 99243342	M/s. Channel 7 Communications: for Admission and Corporate Image Building Ads M/s. Adgroup (Pvt.) Ltd.: for other than Admission and Corporate Image Building Ads

Yours faithfully,

s/d-

Sarmad Ali
Secretary General