



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
Tel: 34012491-4, Fax: 34012495, email: apns@apns.com.pk, web:www.apns.com.pk

Ref: APNS/2019/81

July 11, 2019

To: **All Member Publications**

Sub: **APNS SOUVENIR FOR 24th AWARDS CEREMONY**

Dear Sirs,

We are pleased to inform you that the 24th Annual Awards Ceremony is scheduled to be held in the end of August 2019 at Islamabad.

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 as we have very short time to print the Souvenir. The advertisement tariff and technical data are enclosed herewith.

Thanking you,

Yours faithfully,

-s/d-

(Shahab Zuberi)
Chairman, APNS Awards Committee

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ADVERTISEMENT TARIFF FOR APNS SOURVENIR

| | |
|---|------------------------------------|
| - Ordinary Page Black & White (For Publications only) | Rs. 20,000/- (Instead of 25,000/-) |
| - Ordinary Page Color (For publications only) | Rs. 35,000/- (Instead of 40,000/-) |
| - Title Color Strip | Rs.1,500,000/- |
| - Back Cover (Color) | Rs.1,000,000/- |
| - Inside Front Cover (Color) | Rs. 500,000/- |
| - Inside Back Cover (Color) | Rs. 500,000/- |
| - Page One (Color) | Rs. 500,000/- |
| - Page Two | Rs. 400,000/- |
| - Page Three | Rs. 400,000/- |
| - Page Four | Rs. 300,000/- |
| - Page Five | Rs. 200,000/- |
| - Page Six | Rs. 150,000/- |
| - Page Seven | Rs. 200,000/- |
| - Last Page Color | Rs. 400,000/- |
| - Centre Spread | Rs. 500,000/- |
| - Page Facing Content | Rs 400,000/- |
| - Page Facing Foreword | Rs 400,000/- |
| - Page Facing List of Member Publications | Rs. 200,000/- |
| - Page Facing List of Agencies | Rs. 200,000/- |
| - Page Facing List of Office Bearers | Rs. 150,000/- |
| - Page Facing List of Panel of Judges Advertising | Rs. 200,000/- |
| - Page Facing List of Panel of Judges Journalists | Rs. 200,000/- |
| - Page Facing Profile of Office Bearers | Rs. 300,000/- |

TECHNICAL DATA

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|------------------------------|--|
| - 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 |

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