



# 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/2019/82

July 11, 2019

**To: All Accredited Advertising Agencies**

**Sub: APNS SOUVENIR FOR 24<sup>th</sup> AWARDS CEREMONY**

Dear Sirs,

We are pleased to inform you that the 24<sup>th</sup> 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 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	Rs. 25,000/-
- Ordinary Page Color	Rs. 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**

- 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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