



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/2012/108

June 13, 2012

All Member Publications

All Accredited / Associate Advertising Agencies

Dear Sirs,

I) NEW APPOINTMENT

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Accredited Advertising Agencies</u>
1	M/s. Amn Schools, 313, Service Road North, F-10/3, Islamabad. Ph: 8445500 Fax: 8313245	M/s. Channel 7 Communications
2	M/s. College of Tourism & Hotel Management, (COTHM), 5-C, Main Gulberg II, Ayesha Saddiqa Road, Jail Road, Lahore. UAN: 111-113-114 Ph: 35870012-13 Fax: 35755518	M/s. Creative Junction (Pvt.) Ltd.,
3	M/s. Cleanol Services, 93-B, Abu-Bakar Block, New Garden Town, Lahore. Ph: 35844001-2 Fax: 35844003	M/s. Golden Thoughts Advertising
4	M/s. M.P Cadet School, 2-K, Model Town, Lahore. Ph: 042-35855111, 35855444	M/s. Impact Advertising Services
5	M/s. The Next Big Thing, Office # 4, 12-C, Shahbaz Commercial Lane, Phase 6, DHA, Karachi. Ph: 35243491 Fax: 35243492	M/s. Interflow Communications
6	M/s. Project Management Group (PMG), Office # 8, 1st Floor, Al-Jannat Arcade, G-11 Markaz, Islamabad. Ph: 051-2221055-7	M/s. Manhattan Communications
7	M/s. Agritech Ltd., Ismail Aiwan-e-Science Building, Main Ferozpur Road, Lahore. UAN: 111-786-645 Fax: 35751841	M/s. Midas (Pvt.) Ltd.
8	M/s. MAF Hypermarkets Pakistan (Pvt.) Ltd., Fortress Stadium, Lahore Cantt., Lahore. Ph: 042-36623370 Fax: 36623399	M/s. Orient Advertising (Pvt.) Ltd.,
9	M/s. Kamal Limited, 4th Kilometer Jaranwala Road, Khurrianwala, Faisalabad. Ph: 4363852-3 Fax: 4361833	M/s. Red Communication Arts
10	M/s. Ontex Pakistan (Pvt.) Ltd., Suite No.705, 7th Floor, Park Avenue, 24-A, Block-6, P.E.C.H.S., Main Shahrah-e- Faisal, Karachi. Ph: 34557112 Fax: 34326754	M/s. Wahedna D'Arcy (Pvt.) Ltd.

II) CHANGE OF AGENCY

S.No.	Client Name & Address	New Advtg Agency	Outgoing Agency
1	M/s. A. K. Marketing, 3rd Floor, K.D.L.B. Building, 58 West Wharf Road, Karachi. Ph: 32313031-34 Fax: 32310625.	M/s. Firebolt63	M/s. Paragon Advertising
2	M/s. Al-Najam International, 51/3, Mian Market Shadman Colony, Lahore.	No new agency appointed	M/s. Unity Advertising
3	M/s. Popular International Recruiting Agency, 260-Rivaz Garden, Lahore.	No new agency appointed	M/s. Unity Advertising
4	M/s. Faisalabad Industrial Estate Development & Management Company, East Canal Road, Zia Town (Near Kashmir Bridge), Faisalabad. Ph: 8523106-7 Fax: 8522884	No new agency appointed	M/s. Unity Advertising
5	M/s. Al Razi Health Care, 35-G, Gulberg-III, Lahore. Ph: 042-38255500 Fax: 042-38255544	No new agency appointed	M/s. Unity Advertising
6	M/s. SME Business Support Fund, Office No.648-D/1, Ghalib Road, Gulberg III, Lahore. Ph: 99268150-61 Fax: 35871318	No new agency appointed	M/s. Unity Advertising
7	M/s. Pakistan Mint, Govt. of Pakistan, Lahore. Ph: 042-36552533	No new agency appointed	M/s. Unity Advertising
8	M/s. Beautiful Being, (Cosmatic, Plastic and Laser Centre), 6-A/1, Off: M.M. Alam Road, Gulberg-III, Lahore. Ph: 35753803 Fax: 35750633	No new agency appointed	M/s. Unity Advertising
9	M/s. International Franchises (Pvt.) Ltd., 9th Floor, NIC Building Abbasi Shaheed Road, Karachi. Ph: 35675381 Fax: 35635530	No new agency appointed	M/s. The Circuit
10	M/s. Le Super Builder, Plot No.SB-20, Block-5, Sector D, K.D.A. Scheme No.41, Surjani Town, Karachi. Ph: 36911566, 36944577	M/s. Crosscheck Communications	M/s. Maxim Advertising
11	M/s. New Jubilee Life Insurance Co. Ltd., 74/1-A, Lalazar, M.T. Khan Road, Karachi. Ph: 35611071-5 Fax: 35610959	No new agency appointed	M/s. Manhattan Communications
12	M/s. Centre of Excellence in Arts & Design, Mehran Univeristy of Engineering & Technology, East Toll Plaza Super Highway, Jamshoro Ph: 0222772729 Fax: 0222772730	M/s. Synergy Advertising	M/s. Xnine Communications
13	M/s. Mehran University of Engineering and Technology, Jamshoro. Ph: 022-2771252 Fax: 022-2771252	M/s. Synergy Advertising	M/s. Xnine Communications

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	<u>M/s. Interflow:</u> for Vaccine Portfolio. <u>M/s. M & A:</u> for Corporate Ads <u>M/s.Contract:</u> for Mosquito Repellent EZ Kid (Nappy rash cream) <u>M/s. Sundial:</u> for other than Corporate Agro Division, Mosquito Repellent, Vaccines Portfolio and EZ Kid (Nappy rash cream)	M/s. Group M M/s. T Media
2	M/s. Service Industries Ltd., Servis House, 2-Main Gulberg, Lahore. Ph: 111-111-501 Fax: 35711827	M/s. Manhattan Communications	M/s. Group M

IV) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Product/Area/ Agency</u>
1	M/s. Bata Pakistan Ltd., Batapur, Lahore. UAN: 111-044-055 Fax: 36581176-77	<u>M/s. JWT Asiatic:</u> for Power, Ambassador, Weinbrenner, B-First Bata Comfort, Bata Industrial, Sandak and Bata Corporate. <u>M/s. Interflow Communications:</u> for Maire Claire and Bubble Gummers, Leena and North Star. (M/s. Blitz cleared)
2	M/s. Bureau of Emigration & Overseas Employment, Government of Pakistan, Kohsar Building, Block-06, Sitara Market, G-7, Markaz, Islamabad.	<u>M/s. Midas (Pvt.) Ltd.:</u> for Awareness Campaign. <u>M/s. Orient Advertising:</u> for Classified Advertising and Tenders. <u>M/s. Adgroup (Pvt.) Ltd.:</u> for Recruitment Ads and other than Awareness Campaign, Classified and Tenders Notices. (M/s. Crosscheck cleared)
3	M/s. National Electric Power Regulatory Authority, Islamic Republic of Pakistan, 2nd Floor, OPF Building G-5/2, Islamabad. Ph: 9207200 Fax: 9210215	<u>M/s. Manhattan Communications:</u> for Notice of Admissions / Public Hearings for determination of Tariff and Monthly and Quarterly Fuel Adjustments and Power Acquisition Request. <u>M/s. Orient Advertising (Pvt.) Ltd.:</u> for Notices regarding Licensee Proposed Modification. <u>M/s. Midas (Pvt.) Ltd.:</u> for Tender Notices and Job Advertisements. <u>M/s. Synergy Advertising:</u> for Generation License Applications and advertisements other than Notice of Admissions / Public Hearings for determination of Tariff and Monthly and Quarterly Fuel Adjustments and Power Acquisition Request, Notices regarding License proposed Modifications, Tender Notice and Job Advertisements. (M/s. MPL, Argus & Manhill cleared)

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4 M/s. Securities & Exchange Commission of Pakistan,
NIC Building, 63-Jinnah Avenue, Blue Area,
Islamabad. Ph: 9214005 Fax: 9206459

M/s. Orient Advertising: for Corporate Advertisements

M/s. Interflow Advertising: for Admin Ads (Tender Notices)

M/s. Adgroup Advertising: for HR related ads and Legal Notices

M/s. Midas Communications: for Special Supplements

(*M/s. MPL / M Comm. cleared*)

5 M/s. State Bank of Pakistan,
Lahore.

M/s. Maxim Advertising: for State Bank (Karachi)

State Bank (Lahore) is direct

(*M/s. Unity cleared*)

6 M/s. Techlogix Pakistan (Pvt.) Ltd.,
39-Empress Road, Lahore,
Ph: 6362626 Fax: 6362201

M/s. D' Hamidi: for Brand Building Campaign.

(*M/s. Unity cleared*)

7 M/s. Virtual University of Pakistan,
M.A. Jinnah Campus, Defence Road,
Off: Raiwind Road, Lahore.
UAN: 111-880-880 Fax: 99202174

M/s. Creative Junction: for Fall-2012 Admission Campaign,
Corporate Campaign, Convocation related advertisements and
Event related advertisements.

M/s. Media One Communications: for Spring-2013 Admission
Campaign, Tender Notices, Job Recruitment Advertisements and
Course related Advertisements.

Thanking You,

Yours faithfully,

s/d

Masood Hamid
Secretary General
APNS

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