



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2018/07

January 16, 2018

To: All Accredited Advertising Agencies

Sub: APNS SOUVENIR FOR 23rd AWARDS CEREMONY

Dear Sirs,

We are pleased to inform you that the 23rd Annual Awards Ceremony is scheduled to be held by the end of January 2018 at Islamabad wherein, the Prime Minister of Pakistan, Mr. Shahid Khaqan Abbasi has been requested to grace the occasion as Chief Guest.

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,

(Umer Mujib Shami)
Secretary General
APNS

ال پاکستان نیوز پیپر سوسائٹی

ADVERTISEMENT TARIFF FOR APNS SOURVENIR

- Ordinary Page Black & White	Rs. 20,000/-
- Ordinary Page Color	Rs. 30,000/-
- Back Cover (Color)	Rs. 500,000/-
- Inside Front Cover (Color)	Rs. 400,000/-
- Inside Back Cover (Color)	Rs. 400,000/-
- Page One (Color)	Rs. 350,000/-
- Page Two	Rs. 250,000/-
- Page Three	Rs. 300,000/-
- Page Four	Rs. 200,000/-
- Page Five	Rs. 150,000/-
- Page Six	Rs. 100,000/-
- Page Seven	Rs. 150,000/-
- Last Page Color	Rs. 300,000/-
- Centre Spread	Rs. 350,000/-
- Page Facing Content	Rs. 300,000/-
- Page Facing Foreword	Rs. 300,000/-
- Page Facing List of Member Publications	Rs. 150,000/-
- Page Facing List of Agencies	Rs. 150,000/-
- Page Facing List of Office Bearers	Rs. 100,000/-
- Page Facing List of Panel of Judges Advertising	Rs. 150,000/-
- Page Facing List of Panel of Judges Journalists	Rs. 150,000/-
- Page Facing Profile of Office Bearers	Rs. 200,000/-

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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