



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2016/70

May 19, 2016

To: **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. Orbit Housing, 49-H, Gulberg III, Lahore. Ph: 042-35846601-2 Fax: 042-35846619	M/s. Interflow Communications
2	M/s. Tabba Kidney Institute, ST-26, Block-07, Federal B. Area, Karachi. Ph: 36333036-42 Fax: 36313043	M/s. Marksman Advertising
3	M/s. BURAQ Marketing, Plot No.15, Main Gulberg Expressway, Gulberg Greens, Islamabad.	M/s. M Communications <i>for project (Fortune Destiny)</i>
4	M/s. JAHANARA, Plot # 11, Quaid-e-Azam Industrial Estate, Kot Lakhpat, Lahore. Ph: 042-35153383	M/s. Oktopus360 Media
5	M/s. ASF Foundation Pakistan, Headquarters ASF, B 280, Old Area, Karachi. Ph: 99242578-9	M/s. Oktopus360 Media <i>(for ASF Housing Scheme, Karachi)</i>
6	M/s. The Grand Atrium, West Canal Road, Faisalabad. Ph: 041-8734968 Fax: 041-8412003	M/s. Revolution Media
7	M/s. Coppergat Cables (Pvt.) Ltd., 109-FF, Divine Mega-2, Airport Road, Lahore. Ph: 35700461-3 Fax: 35700464	M/s. Revolution Media
8	M/s. SAREMCO Marketing (Pvt.) Ltd., 6 First Floor, Commercial Center, PCSIR, Phase-II, Lahore. UAN: 111-727-362	M/s. Revolution Media
9	M/s. Lifestyle International (Pvt.) Ltd., 1.5 Km, Defence Road, Kahna Nau, Ferozpur Road, Lahore. Ph: 042-35270265 Fax: 35270865	M/s. Revolution Media
10	M/s. Federal Govt. (Boys) Inter College, Dr. Daudpota Road, Karachi Cantt. Ph: 99202133	M/s. Synergy Advertising
11	M/s. F.G. Public School No.1 (Boys), Hyderabad Cantt. Ph: 9200177	M/s. Synergy Advertising
12	M/s. Federal Govt. Degree College, Hyderabad Cantt. Ph. & Fax: 022-9200336	M/s. Synergy Advertising

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. Agro Processors & Atmospheric Gases (Pvt.) Ltd., F-392, S.I.T.E., Karachi. Ph: 32575791 Fax: 32562487	M/s. Brainchild Communications	M/s. Spectrum Communications / M/s. Paragon Advertising / M/s. The Brand Partnership
2	M/s. Hadayat Food Stuffs Industries (Pvt.) Ltd., 1-B, Garden Block, Garden Town, Lahore. UAN: 111-100-786 Fax: 35850162-3	M/s. Media Network	M/s. Synergy Advertising
3	M/s. National Institute of Science & Technical Education, Faiz Ahmed Faiz Road, Sector H-8/1, Islamabad. Ph: 051-9250288	M/s. Channel 7 Communication	M/s. Future Vision Advertising
4	M/s. Premier Systems (Pvt.) Ltd., 2nd Floor, Business Plaza, Mumtaz Hasan Road, Karachi. Ph: 32456400 Fax: 32428777	M/s. Pirana Advertising	M/s. Synergy Advertising
5	M/s. Orbit Developers (Pvt.) Ltd., Lahore.	No new agency appointed	M/s. Midas (Pvt.) Ltd.
6	M/s. IFFCO Pakistan (Pvt.) Ltd., Karachi.	No new agency appointed	M/s. Manhattan International / M/s. Jupiter Communications

III) APPOINTMENT OF MBH

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Creative Agency(s)</u>	<u>MBH(s)</u>
1	M/s. China Power Hub Generation Company (Pvt.) Ltd., 11th Floor, Ocean Tower, G-3, Block-9, Main Clifton Road, Karachi. Ph: 35874677-86 Fax: 35870397	M/s. JWT Asiatic	M/s. T Media

IV) ADDITIONAL APPOINTMENT

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Product/Area/ Agency</u>
1	M/s. Haleeb Foods Ltd., 135, Ferozpur Road, Lahore. UAN: 111-135-135 Fax: 37421229	<u>M/s. Manhattan Communication</u> : for Brand Groaur. <u>M/s. Manhattan International</u> : for Tea Max and Corporate Ads.
2	M/s. Jubilee General Insurance Co. Ltd., 2nd Floor, Jubilee Insurance House, I.I. Chundrigard Road, Karachi. UAN: 111-654-111 Fax: 32416728	<u>M/s. Synergy Advertising</u> : for Personal Lines Products. <u>M/s. JWT Asiatic</u> : for other than Personal Lines Products and Rebranding Campaign. (<i>M/s. Lowe & Rauf cleared</i>)
3	M/s. Ministry of Commerce, Government of Pakistan, Islamabad.	<u>M/s. Channel 7 Communications</u> : for Tender Notices, Job Vacancies Ads, Office Notices and Show Cause Notices. <u>M/s. Creative Junction (Pvt.) Ltd.</u> : for Display Ads including ads of Conferences and Seminars. (<i>M/s. Thoughts cleared</i>)
4	M/s. National ICT R&D Fund, Ministry of Information Technology, Government of Pakistan, 6th Floor, HBL Tower, Jinnah Avenue, Blue Area, Islamabad. Ph: 9215360-5 Fax: 9215366	<u>M/s. Channel 7 Communications</u> : for Vacancies. <u>M/s. M Communications</u> : for New Initiatives. <u>M/s. Midas Communications</u> : for Technical R&D Projects. (<i>M/s. Interflow Communications cleared</i>)

5 M/s. Pakistan Navy,
Dte of Public Relations (Navy),
Naval Headquarters,
Islamabad.
Ph: 9261870, 20062326

M/s. The Brand Partnership: for Tenders related to Estate and Works / MES., Tenders related to Education / NES, Institutional Ads for 23rd March, Recruitment Ads for Cadets and Ads related to Commandar Logistics at Karachi.

M/s. M Communications: for Tenders related to Hydrography, Recruitment Ads for Short Service Commission, Tenders related to DP (Navy), Ads related to Commandar Coastal and Coastal Areas and Ads related to NHQ Offices at Karachi.

M/s. Manhattan Communications: for Tenders related to IT, Tenders related to Housing, Recruitment Ads for Sailors, Institutional Ads for 6th September and Ads related to Commander Karachi.

M/s. Channel 7 Communications: for Tenders related to Medical, Tenders related to Transport, Institutional Ads for 14th August, Ads related to HQs COMCEP, Recruitment Ads for Civilians and Ads related to Commander Pakistan Fleet.

<u>S.No.</u>	<u>Client Name & Address</u>	<u>Product/Area/ Agency</u>
6	M/s. Port Qasim Authority, Bin Qasim, Karachi. Ph: 99272111-20 Fax: 4730108	<u>M/s. Oktopus360 Media</u> : for Advertismens regarding Public Tender Notices, EOIs pertaining to Administration & Technical Divisions. <u>M/s. Manhattan Communications</u> : for Ads regarding Public Tender Notices, EOIs pertaining to Finance & Operations Divisions. <u>M/s. Adarts Karachi</u> : for Ads regarding Public Tender Notices, EOIs pertaining to Planning & Development Division. <i>(M/s. M Communications, M/s. Mass Advertising and M/s. Orient Advertising cleared)</i>
7	M/s. Universal Service Fund, 5th Floor, Habib Bank Tower, Jinnah Avenue, Islamabad. Ph: 051-9212308-9 Fax: 9214261	<u>M/s. Channel 7 Communication</u> : for Display Ads (Corporate Ads & Optic Fiber Program), Classified Ads (Inviting bids for Optic Fiber Program, Engagement of Consultants, Services and Technical Auditors). <u>M/s. Interlink Advertising</u> : for Display Ads (Broadband Program & Speical Projects), Classified Advertisements (Inviting bids for Broadband projects, Speical Projects and Annual Report). <u>M/s. Adgroup (Pvt.) Ltd.</u> : for Display Ads (Rural Telecom Program), Classified Ads (Inviting bids for Rural Telecom projects, Procurement of Equipment, Job Opportunities). <i>(Outgoing: M/s. Orient Advertising & M/s. Maxim Advertisinging)</i>
8	M/s. Workers Welfare Fund, Ministry of Overseas Pakistanis & Human Resource Development, Government of Pakistan, Plot # 02, ST # 39, Mauve Area, Sector G-10/4, Islamabad.	<u>M/s. Adgroup (Pvt.) Ltd.</u> : for Awareness Campaign. <u>M/s. Kenad (Pvt.) Ltd.</u> : for Tender Notices. <i>(M/s. Orient Advertising & M/s. Thoughts cleared)</i>

Thanking you,

Umer Mujib Shami
ال پاکستان نیوز پیپر سوسائٹی

(Umer Mujib Shami)
Secretary General