



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2016/113

August 19 2016

The Publisher / Chief Editor,
All Member Publications.

Subject: APNS DIRECTORY 2016.

Dear Sir,

You would appreciate that the APNS Directory has become a special feature over the years. It has been vastly appreciated and welcomed by advertising agencies, member publications, prominent advertisers and researchers as a useful reference book.

We are pleased to inform you that the All Pakistan Newspapers Society has planned to bring out the 11th issue of its Directory for the year 2016 which would contain complete information such as laws / rules and procedures governing APNS – Agency – Publication relations including list of Member Publications, Accredited Advertising Agencies, List of Clients in alphabetic as well as agency order, Constitution of the Society, Rules and Regulations for accreditation etc.

We enclose herewith a Proforma for required information and request you to send us the same duly filled in.

The Directory will also contain brief resume of publishers / editors as a special feature. We therefore, request you to kindly send us your resume along with your colored photograph to be published in the Directory 2016.

Please send us the above by August 25, 2016 positively. However, if your response is not received by the appointed date, we would presume that no correction / addition is required in the enclosed entry and it would be published accordingly. The [Proforma](#) is also available on our website which may be downloaded and sent us through courier / e-mail.

Please expedite.

Yours faithfully,

(Umer Mujib Shami)
Secretary General
APNS

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**PROFORMA MEANT FOR
INFORMATION RELATING TO MEMBER PUBLICATIONS.**

NAME OF PUBLICATION:

FREQUENCY: **PAGES:**

LANGUAGE: **NTN NO.**

PRICE PER COPY/SUBSCRIPTION:

DATE OF ESTABLISHMENT:

DATE OF APNS MEMBERSHIP:

NAME OF PUBLISHER/PROPRIETOR:

NAME OF PRINTER:

NAME OF EDITOR:

REPRESENTATIVE IN THE APNS:

MOBILE NUMBER:

EMAIL:

ACCOUNTS REPRESENTATIVE NAME

MOBILE NUMBER:

ADDRESS
[HEAD OFFICE]:

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PHONES, :

FAX NUMBERS:

EMAIL: **WEBSITE**

MAILING ADDRESS:

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PHONES, :

FAX NUMBERS: **EMAIL**

ADVERTISEMENT TARIFF:

TECHNICAL DATA:

Note: Please provide profile of Publisher/Proprietor alongwith recent Photograph and Logo of Publication.