



# 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/2016/114

August 20, 2016

The Chairman / Managing Director,  
All Accredited Advertising Agencies.

**Sub: 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 now planned to publish the 11<sup>th</sup> issue of its Directory for the year 2016 which would contain complete information such as list of Member Publications, Accredited Advertising Agencies, list of clients of agencies in alphabetic as well as agency order, Constitution of the Society, Rules and Regulations governing accreditation, press laws and other information relating to newspaper industry.

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

The Directory will also contain brief resume of advertising practitioners 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 27, 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.

Thanking you,

Your faithfully,

( Umer Mujib Shami )  
Secretary General  
APNS

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**PROFORMA MEANT FOR**  
**INFORMATION RELATING TO ACCREDITED ADVERTISING AGENCIES**

**NAME OF AGENCY:**.....

**HEAD OFFICE ADDRESS:**.....

**PHONES NOS:**.....

**FAX NOS:**.....

**EMAIL:**..... **WEBSITE:**.....

**BRANCH ADDRESSES:**.....

**CONSTITUTION:** ..... **NTN NO**.....

**NAME OF PROPRIETOR/PARTNERS:**

(i)..... **DESIGNATION**.....

(ii)..... **DESIGNATION**.....

(iii)..... **DESIGNATION**.....

**EXECUTIVE DIRECTOR:**.....

**DATE OF ESTABLISHMENT:**.....

**DATE OF APNS ACCREDITATION:**.....

**MEDIA HEAD:**..... **MOBILE**.....

**ACCOUNT HEAD:**..... **MOBILE**.....

**REPRESENTATIVE IN APNS:**..... **MOBILE**.....

**Note: Please provide profile of Proprietor/Partner alongwith recent Photograph and Logo of Agency.**