



# 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/2017/002

January 10, 2017

To: **All Accredited Advertising Agencies**

Sub: **Renewal of Accreditation for the year 2017**

Dear Sirs,

We have to inform you that under Rule 8 of the Rules and Regulations for accreditation, all accredited advertising agencies are required to apply every year along with following formalities for the renewal of their accreditation to the APNS.

As per APNS rules, the accredited advertising agency shall pay an annual fee of Rs.25,000/- for its each office / branch by January 31<sup>st</sup> every year. The agency shall also liable to provide along with the annual fee a statement of quantum of business placed in each member publication during the preceding year. Every year at the time of renewal, the accredited agency shall furnish to the Society the names of its clients together with names of the products of the clients handled by the agency.

We request you to kindly ensure that the above requirements are fulfilled latest by January 31 , 2017.

Thanking you.

Yours faithfully,

( Umer Mujib Shami )  
Secretary General  
APNS

ال پاکستان نیوز پیپرز سوسائٹی



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Tel: 34012491-4, Fax: 34012495, email: apns@apns.com.pk, web:www.apns.com.pk

Ref . APNS/2017/002

January 10, 2017

To: **All Associate Agencies**

Sub: **Renewal of Associateship for the year 2017.**

Dear Sirs,

We have to inform you that Rule 4A(ii) of the Rules and Regulations for accreditation, all associate advertising agencies are required to apply every year alongwith following formalities for the renewal of their Associateship with the APNS.

As per APNS rules, the Associate Advertising Agency shall pay an annual fee of Rs.15,000/- for its each office / branch by January 31 every year in advance to the Society. The agency shall also liable to provide alongwith the annual fee a statement of quantum of business placed in each member publication during the preceding year.

We request you to kindly ensure that the above requirements are fulfilled latest by January 31, 2017.

Thanking you,

Yours faithfully,

( Umer Mujib Shami)  
Secretary General  
APNS

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Ref . APNS/2017/002

January 10, 2017

To: All Media Buying Houses

Sub: Renewal of Registration of Media Buying House for the year 2017.

Dear Sirs,

We have to inform you that Rule 4 of the Rules and Regulations for Registration of Media Buying Houses required that a registered MBH must apply every year alongwith following formalities for the renewal of their registration to the APNS.

**As per APNS rules, "A Media Buying House shall be required to pay a sum of Rs.100,000/- for its each office / branch alongwith a list of clients and the quantum of business placed by it to the member publications during the preceding year, for renewal of its Registration every year by January 31"**

We request you to kindly ensure that the above requirements are fulfilled latest by January 31, 2017.

Thanking you,

Yours faithfully,

( Umer Mujib Shami )  
Secretary General  
APNS

ال پاکستان نیوز پیپر سوسائٹی