



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/2012/124

June 23, 2012

To: **All Member Publications**

Sub: **APNS Advertising Campaign on the "Power of Advertising in Print"**

Dear Sirs,

We have to inform you that the All Pakistan Newspapers Society intends to initiate an advertising campaign, titled, "The Power of Advertising in Print", comprising advertisements of following sizes to be published on the mentioned dates as per following :

	<u>Size</u>	<u>Date</u>	<u>Caption</u>
1.	27 X 4	25-6-2012	"21.7 million consumers across Pakistan....."
2.	27 X 4	26-6-2012	"10.1 million consumers across rural Pakistan...."
3.	27 X 4	27-6-2012	" 4.7 million SEC A consumers"
4.	27 X 4	28-6-2012	" 6 million SEC B consumers"
5.	27 X 4	29-6-2012	" 5.6 million SEC C consumers....."
6.	27 X 4	30-6-2012	" 6.1 million consumers across Karachi....."

You may also publish these ads in 15 X 8 size if desired.

We request you to kindly publish the above ads in your issues on above dates as gratis. The ad material is available on our website i.e. www.apns.com.pk

Thanking you,

Yours faithfully,

-s/d-

(Masood Hamid)
Secretary General
APNS

ال پاکستان نیوز پیپر سوسائٹی