



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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Ref: APNS/2017/13

January 24, 2017

**To: The Publishers,  
All Member Publications**

**Sub: Training Session on Jan. 30**

Dear Sirs,

We are pleased to inform you that Mr. Raihan A. Merchant, CEO, Pak Media Communications (Pvt.) Ltd. has very kindly consented to run a training session of marketing personnel of member publications from 2:00 p.m. to 5:00 p.m. on Monday, January 30, 2017 at APNS House, Karachi. The presentation would be structured around use and leverage of data to procure advertisements in print media. The Training Session is intended for senior members of the profession.

We request publishers of all member publications to attend the Session or nominate their senior marketing personnel to attend the above Training Session which would be beneficial for their marketing efforts.

Thanking you,

Yours faithfully,

( Umer Mujib Shami )  
Secretary General  
APNS

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