



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref . APNS/2020/103

December 24, 2020

To: **All Accredited Advertising Agencies**

Sub: **Renewal of Accreditation for the year 2021**

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 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 31st 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 15, 2021.

Thanking you.

Yours faithfully,

(Sarmad Ali)
Secretary General

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