



# 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/2016/118

August 25, 2016

To: **All Accredited Advertising Agencies**

Sub: **APNS DIRECTORY 2016.**

Dear Sirs,

We are pleased to inform you that the All Pakistan Newspapers Society has planned to publish the 11<sup>th</sup> issue of its Directory for the year 2016 which would be a reference book and contain complete information such as list of Member Publications, profile of Accredited Advertising Agencies and list of their clients in alphabetic as well as agency order, Constitution of the Society, Rules and Regulation governing accreditation, laws relating to newspaper industry and other useful information required by media men.

We have reserved some pages for member publications, advertising agencies and advertisers for their advertisements. We hope that you will extend your support by releasing a suitable advertisement for the above Directory. Please send your advertisement at your earliest. The tariff and technical information are as under :

## ADVERTISEMENT TARIFF FOR APNS DIRECTORY

- Ordinary Page Black & White	Rs. 20,000/-
- Ordinary Page Color	Rs. 30,000/-
- Back Cover (Color)	Rs. 500,000/-
- Inside Front Cover (Color)	Rs. 400,000/-
- Inside Back Cover (Color)	Rs. 400,000/-
- Page One (Color)	Rs. 350,000/-
- Page Two	Rs. 250,000/-
- Page Three	Rs. 300,000/-
- Page Four	Rs. 200,000/-
- Page Five	Rs. 150,000/-
- Last Page Color	Rs. 300,000/-
- Centre Spread	Rs. 350,000/-
- Page Facing Content	Rs. 300,000/-
- Page Facing Foreword	Rs. 300,000/-
- Page Facing List of Member Publications	Rs. 150,000/-
- Page Facing List of Agencies	Rs. 150,000/-

## TECHNICAL DATA

- Size Page	28cm x 22 cm
- Printed size of Page	23cm x 16 cm
- Printing Process	Photo Offset
- Material for Advertisement	Artpull/Transparencies/Original Design

Thanking you,

Yours faithfully,

( Umer Mujib Shami )  
Secretary General, APNS