



All Pakistan Newspapers Society

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Ref: APNS/2011/167

August 27, 2011

All Member Publications

All Accredited / Associate Advertising Agencies

Dear Sirs,

I) NEW APPOINTMENT

<u>S.No.</u>	<u>Clients Name & Address</u>	<u>Accredited Advertising Agencies</u>
1	M/s. Centre for Emerging Sciences, Engineering and Technology (CESET), 784, Park Lane, Chaklala Scheme III, Rawalpindi Cantt. Ph: 5153649, 4307338 Fax: 5153649	M/s. Adgroup (Pvt.) Ltd.
2	M/s. Swat Cosmetic Industries, 3rd Floor, Kawish Crown Suite # 301-305, Darul Aman Cooperative Housing Society, Shara-e-Faisal, Karachi. Ph: 4389460-7 Fax: 4389472	M/s. Interflow Communications (for Himalaya Herbals)
3	M/s. Al-Balad Builders, Plot # 63, Bank Road Saddar, Rawalpindi Cantt. Ph: 5511720-21 Fax: 5511722	M/s. Kimco Advertising (for Rajdhani Mall and Rania Mall)
4	M/s. Rahbar Medical & Dental College, (RMDC) Old Gate No.10, Punjab Rangers, Harbans Pura Road, Lahore Cantt. Ph: 36636683 Fax: 356636684	M/s. MediaOne Communication
5	M/s. SKANS School of Accountancy, 116 Tipu Block, New Garden Town, Lahore. Ph: 35854311-4	M/s. Modem4 (Pvt.) Ltd.
6	M/s. Pakistan Academy of Continuing Medical Education (PACME) 436, E-Block, 1st Floor, HBL Branch, Main Boulevard, Johar Town, Lahore. Ph: 35172992-3	M/s. Modem4 (Pvt.) Ltd.
7	M/s. Federal Institute of Tourism & Hotel Management Islamabad. 8, Street 39, G-6/2, Islamabad. Ph: 051-9241507, 2824222 Fax: 2827788	M/s. Message Communications
8	M/s. Institute of Health and Management Sciences Islamabad. 8, Street 39, G-6/2, Islamabad. Ph: 051-2277717, 2824222 Fax: 2827788	M/s. Message Communications
9	M/s. Dr. Usman's Healthcare Solutions, House No.8, St. 39, G-6/2, Islamabad. Ph: 2827788, 2824222	M/s. Message Communications
10	M/s. Century Engineering Industry, B-35, 36, S.I.T.E, Super Highway, Karachi. Ph: 36881827 Fax: 36880752	M/s. Synergy Advertising
11	M/s. Islam Medical College, Pasrur Road, Sialkot, Ph: 3610001-2 Fax: 3610009	M/s. TNI Communications

As per our list, no other accredited agency appear to be handling account of the clients in question.

II) CHANGE OF AGENCY

S.No.	Client Name & Address	New Advtg Agency	Outgoing Agency
1	M/s. Pakistan Tanners Association 46-C, 21st Commercial Street, Phase II, Extn. Defence Housing Authority, Karachi. Ph: 35880180, 35880184 Fax: 35899819	M/s. Interflow Communication	M/s. Metro Media Advertising
2	M/s. Sarhad University of Science & Information Technology, Peshawar. # 36-B, Chinar Road, University Town, Peshawar. Ph: 5846508-9 Fax: 5841460	M/s. Channel 7 Communications (Pvt.) Ltd. (for Islamabad & Punjab regions only)	M/s. M Communications

(Please note that the above client was circulated without showing "regions of Islamabad & Punjab only" vide our Circular No.APNS/2011/157 dated August 12, 2011.)

III) APPOINTMENT OF MBH

S.No.	Clients Name & Address	MBH
1	M/s. Hyeworth Renault Petersen (Pvt.) Ltd., Abdul Hye Chamber, 47, Dockyard Road, West Wharf, Karachi.	M/s. The Circuit: for Lady Bird M/s. Contract Advertising: for Halmark and NIVA M/s. T Media: for Huggies and Kotex

IV) ADDITIONAL APPOINTMENT

S.No.	Client Name & Address	Product/Area/ Agency
1	M/s. National Database & Registration Authority (NADRA) Media & Communication Department, NADRA Headquarters, State Bank of Pakistan Building, Shahrah-e-Jamhuriat, G-5/2, Islamabad. Ph: 9204739 Fax: 9204839	M/s. M Communication: for NICOP, e-Balloting, Access Control, Driving Licenses, Shanakht Projects, RFP Advertisements, Image Building and Occasion Advertisements. M/s. Midas Communications: for Smart NICOP & POC, BISP, Verisys, Elections Project, SMS 7000, ID Cards, e-Documentation and Express Services, Tender Notices. M/s. Ideas Workshop: for e-Sahulat, e-Toll, RFID, KIOSK, IBMS, e-Passport & Bid & Quote Invitation Advertisements. M/s. Orient Advertising: for CNIC, Smart Card, Vote & ID, New Cards, Women Registration, Arms License, International Projects and Vacancy Advertisements.
2	M/s. The Bank of Punjab, BOP Tower, Main Boulevard, Gulberg III, Lahore.	M/s. Interflow Communications: for Corporate Image Building including Supplement and event advertisements. M/s. Adgroup (Pvt.) Ltd.: for Agriculture and Retail Banking. M/s. M Communications: for Consumer & General Banking ads (M/s. Evernew Concept cleared)

Thanking You,

Yours faithfully,

-s/d-

Sarmad Ali
Secretary General