



All Pakistan Newspapers Society

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Ref: APNS/2012/58

March 29, 2012

To: All Member Publications

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

Dear Sirs,

You are aware that the All Pakistan Newspapers Society is holding its Annual General Council Meeting on March 31, 2012 at Karachi. At this occasion, we are releasing an advertisement, titled, "The Power of Advertising in Print", to be published in member publications on front or back page in your issue of March 31, 2012.

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

Thanking you,

Yours faithfully,

-s/d-

(Sarmad Ali)
Secretary General

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