



All Pakistan Newspapers Society

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Ref: APNS/2012/10

January 20 , 2012

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. Gohar Associates, (Builders & Developers) A/3, Al-Fatah Chambers, C.C. Area, K.C.H.S., Karachi. Ph: 34532022-23 Fax: 34531191	M/s. Crosscheck Communications
2	M/s. Federal College of Education, Govt. of Pakistan, Sector H-9, Islamabad. Ph: 9257485-87 Fax: 9257131	M/s. Kenad (Pvt.) Ltd.
3	M/s. Insignia, 153 M, Quaid-e-Azam Industrial Estate, Kot Lakhpat, Lahore. Ph: 042-35909888	M/s. 4 Square Communications (Till July 2012)
4	M/s. Fast Management Consultants (Pvt.) Ltd., Office No.2&6, 1st Floor, Commercial Center, PCSIR II, Lahore. UAN: 111-727-362	M/s. Interlink Advertising
5	M/s. Savoey Hotel, 237-A/3, Gurumanget Road, Gulberg III, Lahore. UAN: 111-58-7777 Fax: 35751808	M/s. Interlink Advertising
6	M/s. Homeland Marketing, 36 Queens Road, Lahore.	M/s. MediaOne Communications
7	M/s. Universal School System, 289 B, Street 1, National Police Foundation, E-11/4, Islamabad. Ph: 051-22781-2 Fax: 051-22783	M/s. Midas Communications
8	M/s. Force Batteries (Pvt.) Ltd., 3rd Floor, Plaza One, JBW, Sector A, DHA II, Islamabad. Ph: 2532847 Fax: 4493712	M/s. Modem4 (Pvt.) Ltd.
9	M/s. DH Fertilizers Ltd., 35-A, Empress Road, Lahore. Ph: 36301601-07 Fax: 36360343	M/s. The Brand Partnership
10	M/s. Ala Lumen Modica, 28-B, Faisal Town, Lahore. Ph: 042-37041444	M/s. Unity Advertising

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

II) CHANGE OF AGENCY

<u>S.No.</u>	<u>Client Name & Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
1	M/s. Beaute (Pakistan) International, Bungalow # 61, D.O.H. Society, National Stadium Colony, Faisal Cantt. Karachi. Ph: 34838726-28 Fax: 34838729	M/s. The Brand Partnership (Pvt.) Ltd.	M/s. International Advertising (Pvt.) Ltd.
2	M/s. Changhong Ruba Trading Co. (Pvt.) Ltd., Office No.8, Floor No.7, Shaheen Complex, 38 Abbott Road, Opposite PTV, Lahore.	M/s. Midas (Pvt.) Ltd. (for Changhong Ruba LEDs Products till April 2012)	M/s. Synergy Advertising
3	M/s. Generation 20-KM, Ferozpur Road, Lahore. Ph: 5271231-2 Fax: 5271943	No new agency appointed	M/s. Red Communication

S.No.	Client Name & Address	New Advtg Agency	Outgoing Agency
4	M/s. Laraib Energy Ltd., 12-B/1, Multi Mansion Plaza, G-8 Markaz, Islamabad.	No new agency appointed	M/s. M Communication
5	M/s. Millac Foods (Pvt.) Ltd., 309-310, 3rd Floor, Beaumont Plaza, Beaumont Road, Civil Lines Quarters, Karachi. Ph: 35654901-5 Fax: 35683539	M/s. Brainchild Communications	M/s. Manhattan International / M/s. Insync Marketing.
6	M/s. Millac Pakistan, 309-310, 3rd Floor, Beaumont Plaza, Beaumont Road, Civil Lines Quarters, Karachi. Ph: 35654901-5 Fax: 35683539	No new agency appointed	M/s. Manhattan International
7	M/s. Pak-Arab Refinery Ltd., Korangi Creek Road, Korangi, Karachi. Ph: 35090100-13	No new agency appointed	M/s. BBCL (Pvt.) Ltd.
8	Mr. Saleem Agencies 35-36, Idrees Chambers, Talpur Road, Karachi.	No new agency appointed	M/s. Contract / T Media
9	M/s. Sayyed Engineers Ltd., 16-L, Model Town, Extension, Lahore. Ph: 35177610-14 Fax: 35177156	M/s. 4 Square Communications (Pvt.) Ltd.	M/s. Manhattan Communication (Pvt.) Ltd.
10	M/s. SKANS School of Accountancy 116 Tipu Block, New Garden Town, Lahore. Ph: 042-35854311-4	No new agency appointed	M/s. Modem4 (Pvt.) Ltd.
11	M/s. Shangrila (Pvt.) Ltd., 293/16, Block-3, B.Y.J.C.H.S., Bahadurabad, Karachi. Ph: 34855654-6 Fax: 34856755	M/s. Synergy Advertising	M/s. Orient Advertising

III) ADDITIONAL APPOINTMENT

S.No.	Client Name & Address	Product/Area/ Agency
1	M/s. Mehran Enterprises, Altaf Hussain Road, Desno Hall, Karachi. Ph: 32625609, 32626201 Fax: 32623992	<u>M/s. Adcom (Pvt.) Ltd.</u> : for Sweet Touch and Framesi. <u>M/s. JWT Asiatic (Pvt.) Ltd.</u> : for Femina Cosmetics & Just for Men <u>M/s. Interflow Communications</u> : for Kryolan <u>M/s. T Media</u> : for Femina Cosmetic.
2	M/s. Sindh Building Control Authority, Civic Centre, Annexe University Road, Gulshan-e-Iqbal, Karachi. Ph: 99230329 Fax: 99230326	<u>M/s. Kimco Advertising</u> : for Public Notices, Illegal Buildings, Regularization, Special Supplement and Recovery Drive. <u>M/s. Maxim Advertising</u> : for NOC of Building Project and Special Supplement. <u>M/s. Thoughts Advertising</u> : for Auction Notices.

Thanking You,

Yours faithfully,

-s/d-

Sarmad Ali
Secretary General