



All Pakistan Newspapers Society

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Ref . APNS/AC/2012/12

January 20, 2012

To: All Accredited Advertising Agencies

Sub: Renewal of Accreditation for the year 2012

Dear Sirs,

This refers to our Circular No.APNS/2012/05 dated January 10, 2012 regarding fee structuring / bank guarantee wherein we informed you that the Executive Committee of the APNS at its meeting held on January 05, 2012, has revised the fee structure, w.e.f. January 01, 2012.

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 along with following formalities for the renewal of their accreditation to the APNS.

Rule 8 (a): The accredited advertising agency shall pay an annual fee of Rs.25,000/- for its office / branch situated in Karachi or office / branch situated in places other than Karachi 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.

Rule 8 (b): 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 31, 2012.

Thanking you.

Yours faithfully,

-s/d-

(Sarmad Ali)
Secretary General

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