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

APNS/2025/84 August 08, 2025

To:

All Accredited Advertising Agencies.

Dear Sirs,

We are pleased to note that the Pakistan Advertising Association has been actively functioning as representative organization of advertising agencies with the objective of promoting advertising standards and practices across the country.

We are of the considered opinion that a vibrant organization of advertising practitioners is critically required as a unified platform to brave the challenges confronted by advertising industry and safeguard the interests of advertising practitioners in the country.

The All Pakistan Newspapers Society would like to recommend all accredited advertising agencies to support and strengthen the efforts of Pakistan Advertising Association and actively participate in its functioning. Those advertising agencies which are currently not on the roll of Pakistan Advertising Association may also join the organization so that it may become a fully representative organization of the advertising agencies.

We at APNS express our cordial support to the PAA in its endeavors to serve the advertising industry in Pakistan.

Thanking you,

Yours faithfully,

(Senator Sarmad Ali)
President, APNS