



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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APNS/2022/106

September 23, 2022

To: All Member Publications  
All Accredited Advertising Agencies

**Sub: Digital Advertising Workshop Series for Pakistan, starting on 13 October 2022**

Dear Sirs,

We are pleased to inform you that WAN-IFRA and Google have jointly offered a virtual workshop series on 'Digital Advertising' exclusively for APNS member publications and accredited advertising agencies. The workshop is offered complimentary and will be conducted in Urdu language. The workshop series timing is 3 - 4 pm PKT.

The following topics are covered:

- Setting up the basics and building your team, 13 October
- Leveraging your audience to accelerate ad revenue, 20 October
- Packaging, pricing, and optimizing your ad offerings, 27 October
- Best practices in digital advertising, 3 November

The Registration to the workshop can be done online at  
<https://newsonair.withgoogle.com/events/gni-pk-advertising22>

Participants will receive a certificate after completing the workshop series. For registrations and any clarifications, please contact Mr. Magdoom Mohamed, Managing Director - WAN-IFRA, South Asia, M: +91.99401.68620 email: [magdoom.mohamed@wan-ifra.org](mailto:magdoom.mohamed@wan-ifra.org)  
We request all interested member publications and advertising agencies to contact the above link for registration.

Thanking you,

Yours faithfully,

-s/d-

**Dr. Tanvir A. Tahir**

Executive Director

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