

July 17, 2010

Chief Executives
All Accredited Advertising Agencies / MBHs
Pakistan Broadcasters Association

Dear Sir,

This is to inform you that as per clause 15(a) of rules and regulations governing conduct of advertising agencies and MBHs, in case payment of outstanding dues is not made by the deadline of a respective clearance period, a late payment surcharge (LPS) @ of 3% per month for first 3 months and thereafter @ 2% per month till restoration shall be imposed on defaulting agency.

Please note that in case the outstanding dues are not cleared upto the date given by PBA, the aforementioned late payment surcharge (LPS) will be imposed to the defaulting agencies. Therefore, in order to avoid the imposition of LPS, you are advised to make the payments within the given deadlines.

Regards,



Muhammad Ali Butt
Executive Director