

CIRCULAR

PBA/09-10/Cir-5022

September 3, 2010

All Accredited Advertising Agencies / MBH
Pakistan Broadcasters Association

Subject: Payments of Ministry of Population Welfare & Ministry of Health

Dear Sir,

This is to inform you that Board of Directors vide its meeting held on April 19, 2010 has decided that from September' 2010 onwards the releasing advertising agency on behalf of Ministry of Population Welfare and Ministry of Health will be responsible for the payment of outstanding dues to our member broadcasters against the above ministries. In case of non-payment of outstanding dues as per clearance calendar, action will be taken in accordance with rules and regulations governing conduct of advertising agencies and MBHs.

No PBA member broadcaster will accept the release order which contains the instructions of direct payment by client/Ministry.

Best regards,



Muhammad Ali Butt
Executive Director