

PBA/06-11/Cir-6405
June 16, 2011

**Chief Executive/Managing Director
All Accredited Agencies / MBHs,
Pakistan Broadcasters Association**

Dear Sir,

This is to inform you that the Board of Directors in its meeting held on June 15, 2011 has decided that the Secretariat shall strictly adhere to the rule 13 of rules and regulations governing conduct of advertising agencies and MBHs, which is reproduced here for your perusal;


“The broadcast houses before lodging their complaints against Agencies / MBHs must ensure that the complaint of outstanding is complete and accurate and that no representative / offices within their establishment have received any payment adjustable against the complaint lodged with the Association. The members shall not receive any cheques from an Agency / MBH or its clients after having lodged their complaints with the Association. The advertising Agencies / MBHs shall not effect payment to broadcast houses directly after the receipt of complaints from the Association, and all such payments should be made to the Association. The Broadcast Houses are not entitled to withdraw their complaint, but in any case, they shall not unilaterally allow any extension of payment date against the claims reported to the Association. Only the Association can provide such a date under the existing rules once a complaint is duly lodged.”

Please note that once the complaint of broadcasters is notified to you, the payments or any direct settlement will not be made with the broadcasters and all payments either in favor of the relevant broadcasters or Pakistan Broadcasters Association shall be made / routed through PBA.

Agencies not complying with the above directive will also face action as per rule 20 of rules and regulation governing conduct of advertising agencies and MBHs.

This is for information and necessary action at your end.

Best regards,



**Muhammad Ali Butt
Executive Director**