

SOPs approved by the Board of Directors of PBA **vide meeting held on May 28, 2007**

Clearance House SOPs

Clearance of dues will be made every month as per the following operating procedures:

- Complaints against defaulting advertising agencies for dues pertaining to unpaid invoices raised in June 2007 will be sent to PBA Secretariat latest by October 15, 2007
- Secretariat will forward the complaint to the relevant advertising agency by October 20, 2007
- The ad agency will be directed to either make the payment or settle the matter with the broadcaster through reconciliation, or dispute resolution, and obtain a clearance certificate from the relevant broadcaster latest by October 31. PBA will accept only a clearance certificate as evidence of dues settlement
- In case a dispute is not resolved by reconciliation, the agency shall deposit disputed amount with PBA secretariat as trust money and file for an arbitration committee for a final verdict. The committee will give its judgment within seven days disburse the amount to the right party
- Failing to provide the clearance certificate by October 31 will result in a final notice to the ad agency on November 1, directing it to make the payment through a pay order / demand draft in favour of Pakistan Broadcasters Association, and send it to the PBA secretariat latest by November 8.
- If the ad agency does not comply, its business will stand suspended on November 12.
- Complaints filed after lapse of the clearance period will be treated as overdue and not dues, and hence will not result in suspension proceedings.
- In case a cheque of an ad agency is dishonored, the ad agency will have to replace it within 48 hours with a pay order / demand draft in favour of Pakistan Broadcasters Association with a 5% surcharge. The surcharge will be distributed equally between PBA and the broadcaster in reference.
- The complaining member broadcaster shall not withdraw its complaint lodged with PBA against the dishonored cheque of an ad agency. In the event of withdrawal of the complaint, the member broadcaster shall pay the surcharge of 2.5% to PBA against the said dishonored cheques.
- As for request for extra time, the General Secretary PBA will have a mandate to give 7 days to the ad agency for clearance of dues. In case an agency requests for more than 7 but less than 15 days, the Office Bearers Committee (OBC) shall have to be consulted, whereas the stakeholders decide on a request for more than 15 days.