



PBA/03-12/7576
March 4, 2012

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

Circular

Dear Sir,

We would like to bring your attention that all correspondence/documents sent to PBA Secretariat should be signed by the person who is Nominated as Authorized signatory of your company to deal with PBA.

Furthermore, it may also be noted that we have requested you time and time again to provide the Appointment Letters of your clients that are regularized in PBA for electronic media. You are finally called upon furnish the requisite documents to PBA Secretariat latest by March 20th, 2012. The clients without appointment letter will be delisted from your client list in PBA record.

Your cooperation in this regard will be highly appreciated.

Best Regards

Muhammad Ali Butt
Executive Director