

CIRCULAR

PBA/03-12/7655

March 26, 2012

**All Accredited Advertising Agencies / MBHs
Pakistan Broadcasters Association**

Dear Sir,

This is to inform you that the Board of Directors of PBA vide its meeting held on March 26, 2012 has resolved the following:

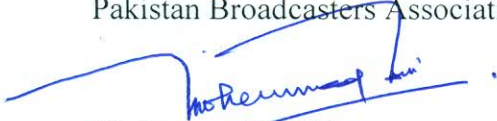
“Resolved by the Board of Directors of Pakistan Broadcasters Association (PBA) that henceforth all political advertisements / campaigns will be on following basis:

- a) Payment through Pay-order / Bank Draft to be made in advance with the release order issued by a PBA accredited advertising agency only.*
- b) PBA member channels will air Political Parties’ advertisements on commercial rate + 25% premium.*
- c) These Political advertisements / campaigns will not form part of any Bulk Discounts or cash discount or any other commission. Only 2.5% agency / media commission will be applicable on these campaigns instead of the regular 15%.*
- d) Any violation of PBA circular will attract action as per PBA rules.”*

This is for your information and immediate compliance.

Sincerely for,

Pakistan Broadcasters Association



Muhammad Ali Butt

Executive Director