

CIRCULAR

PBA/04-12/Cir-7735
April 4, 2012

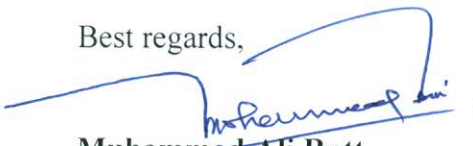
**All Member / Associate Members,
Pakistan Broadcasters Association**

Dear Sir,

This is to inform you that as per clause 18.4 of rules and regulations governing conduct of advertising agencies and MBHs, no member broadcast house will accept release order from any accredited advertising agency without ensuring the strict observance of clause 17 in respect of its clients.

You are therefore requested to kindly check the client list of an advertising agency on PBA website before airing the advertisements of its clients in order to ensure that the client is regularized by PBA to the said accredited advertising agency. Please note that the violation may attract action as per clause 18.4 of Rules and Regulations Governing Conduct of Advertising Agencies & MBHs.

Best regards,



Muhammad Ali Butt
Executive Director