

CIRCULAR

PBA/04-12/7736
April 4, 2012

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

Dear Sir,

This is to inform you that all accredited advertising agencies/MBHs are required not to release advertisements of clients of other accredited advertising agencies, through any source directly or indirectly, without observing the clause 17 of Rules and Regulations Governing Conduct of Advertising Agencies & MBHs.

Please note that any violation may attract action in accordance with the Rules and Regulations Governing Conduct of Advertising Agencies & MBHs.

Best regards,



Muhammad Ali Butt
Executive Director