

**CIRCULAR**

PBA/03-12/7678

March 29, 2012

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

---

Subject: “Direct Payment” from Client

Dear Sir,

This is to inform you that in order to regulate a smooth payment process in complained clearance system, the following shall form the definition of “Direct Payment” from client;

- a) Release Order describes the mode of payment as “Direct”
- b) Payment Instrument is made by client in favour of respective broadcaster
- c) Payment Instrument is delivered to the broadcaster directly by the client

Please note that the payment made by the client in the above manner shall only be classified as “Direct Payment”. Any payment pertaining to the outstanding dues of member broadcasters against a client routed through its advertising agency shall not be considered as Direct Payment.

This is for information and immediate compliance at your end.

*Sincerely for,*

Pakistan Broadcasters Association



**Muhammad Ali Butt**

Executive Director