

CIRCULAR

PBA/01-13/-~~8477~~
January 26, 2013

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

Dear Sir,

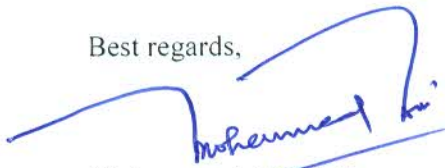
This is to inform you that the Board of Directors of PBA vide its meeting held on January 7, 2013 has revisited the policy regarding advertising campaigns of political parties and resolved the following:

“Resolved by the Board of Directors of Pakistan Broadcasters Association (PBA) that henceforth the advertising campaigns for political parties 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. The regular 15% agency/media commission will however be applicable.
- d) Any violation of PBA circular by a member broadcaster will result in fines as per PBA rules. PBA will also not take responsibility for the recovery of dues on behalf of the violating broadcaster.
- e) Any attempt by a PBA accredited advertising agency to coerce a member broadcaster to violate the PBA circular will result in the immediate cancellation of accreditation. Fines will also be imposed as per the discretion of PBA Board of Directors.”

This is for information and compliance at your end.

Best regards,



Muhammad Ali Butt
Executive Director