

Qamar Hasnain

From: Muhammad Ali Butt [alibutt@pba.org.pk]
Sent: Sunday, June 09, 2013 8:24 PM
To: info@pba.org.pk
Cc: secretarygeneral@pba.org.pk
Subject: Release of Business - Cabinet Division, Govt. of Pakistan
Attachments: image001.jpg

Dear Members,

The Govt. of Pakistan has requested PBA to restore Government advertising on the electronic media. Government advertising had been suspended by the PBA board of Directors due to non-payment of outstanding advertisement bills of member broadcasters. The newly elected Government has given its assurance that the matter of pending media bills will be looked into on priority and that all dues against fresh advertising shall also be paid on time as per prescribed arrangement.

In consideration of the above request and assurance, the **Cabinet Division, Government of Pakistan** has been allowed to release business for its campaign "**Rising Pakistan**" only, through its appointed advertising agency **Adgroup (Pvt) Ltd.** However, in order to decide on the request of full restoration of Government's Advertising, the Board of Directors shall meet shortly and the decision shall be communicated to members accordingly.

Meanwhile, members are requested to accept the business of Cabinet Division, Govt. of Pakistan for its campaign "Rising Pakistan" only, with immediate effect through **Adgroup (pvt) Ltd.**

Best Regards,

Muhammad Ali Butt
Executive Director



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