



PBA/05-13/Cir-9021
May 23, 2013

CIRCULAR

**Chief Executives/Directors/MDs
All Accredited Advertising Agencies / MBHs
Pakistan Broadcasters Association**

Dear All,

This is to inform you that the board of directors of Pakistan Broadcasters Association in its meeting held on May 16, 2013 has passed the following resolution:

"If one agency defaults in payment of outstanding dues of member broadcasters all Advertising Agencies/MBHs linked to that agency with common ownership or being controlled or managed directly or indirectly by common director(s), will jointly be suspended."

In view of above board resolution in case of default in payment of member broadcasters by an agency, all advertising agencies being operated and/or controlled directly or indirectly by common director(s) and/or common management shall also be suspended.

Please note that the above policy shall be applicable with effect from Jun 24, 2013 to all advertising agencies that fall within the purview of above mentioned policy.

Sincerely for,

Pakistan Broadcasters Association


Muhammad Ali Butt

Executive Director