



CONFIDENTIAL

Ref: SA/03-14/CDA-9718
March 26, 2014

To: All Member Broadcasters

Sub: Suspension of Business - Capital Development Authority (CDA)

Dear Members,

We have to inform you that **M/s. Capital Development Authority (CDA)** has failed to clear the outstanding dues of our member broadcasters. The above client is therefore, suspended w.e.f. **00:01 hours, Saturday, March 29, 2014.**

All member broadcasters are advised not to air any advertisement of the above client after the mentioned time through any source whatsoever, from any channel of their network / bouquet till further communication by PBA.

Please note that clause 18.3 of PBA rules and regulations governing conduct of advertising agencies / media buying houses specifically spells: ***No member broadcast house will run advertisement of a suspended agency/ MBH, or a black listed client. In the event of violating this rule, the broadcaster shall be liable to a fine of Rs. 200,000 per spot and the cost of commercial as per rack rate.***

It may please be noted that any client under suspension cannot shift its business, or place any business directly or through any source whatsoever to a broadcaster until it is restored.

Sincerely for,
Pakistan Broadcasters Association


Muhammad Ali Butt
Executive Director