



CONFIDENTIAL

Ref: SA/04-14/02-9775
April 10, 2014

To: All Member Broadcasters

Sub: Suspension of Business - Adgroup (Pvt.) Ltd.

Dear Members,

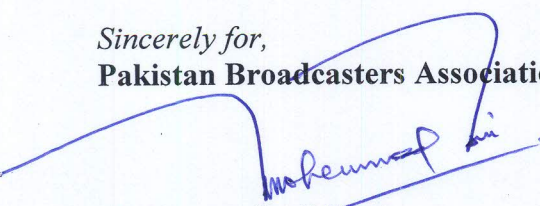
We have to inform you that **Adgroup (Pvt.) Ltd.** has failed to clear the cheques issued against the outstanding dues of our member broadcasters. The above agency is therefore, suspended w.e.f. **00:01 hours, Sunday, April 13, 2014.**

All member broadcasters are advised not to air any advertisement of the clients of the above agency after the mentioned time through any source whatsoever, 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 of the agency under suspension cannot shift its business, or place any business direct to a broadcaster until the agency is restored.

Sincerely for,
Pakistan Broadcasters Association


Muhammad Ali Butt
Executive Director