

**CONFIDENTIAL**

Ref: SA/04-14/CDA-9805  
April 22, 2014

*Clearance Department*

**To: All Member Broadcasters**

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

Dear Members,

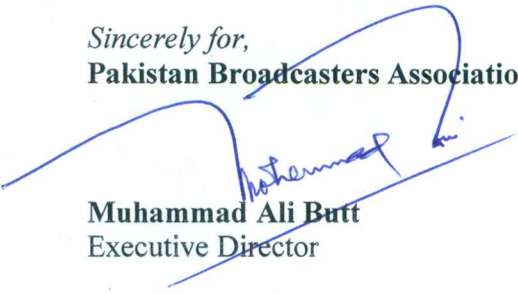
We have to inform you that **M/s Capital Development Authority (CDA)** has failed to clear the outstanding dues of our member broadcasters. The above client is therefore, suspended w.e.f. **00:01 hours, Friday, April 25<sup>th</sup>, 2014.**

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 as per clause 18.3 of PBA rules and regulations governing conduct of advertising agencies / media buying houses the member broadcast houses will not run advertisement of a suspended client/ agency/ MBH, or a black listed client. In the event of violating this rule, the broadcaster shall be liable to fine and penalty as prescribed in the above rule.

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