

CONFIDENTIAL

Ref: SA/10-14/53-10384
October 15, 2014

To: All Member Broadcasters
Sub: Suspension of Business of Message Communications

Dear Members,

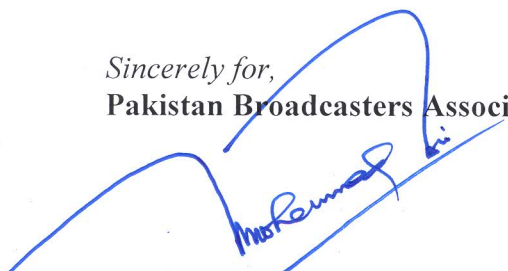
We have to inform you that **Message Communications** has failed to clear the cheques issued against the outstanding of our member broadcasters. Therefore, business of above agency shall stand suspended w.e.f. **00:01 hours, Saturday, October 18, 2014.**

All member broadcasters are directed not to air any advertisement of any product of the above agency 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 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