

PBA/ 10-15/Cir-11590

October 28, 2015

**To: All Member Broadcasters
Pakistan Broadcasters Association**

**Sub: Clause 13 & 15 (b) of PBA Rules & Regulations Governing Conduct of
Advertising Agencies & MBHs – Guidelines**

Dear Members,

As you are aware that w.e.f. October 1, 2015 the PBA clearance function is now being overseen by M/s. A. F. Ferguson & Co. as instructed by the Board of Directors.

We would like to bring the following issue raised by M/s. A.F. Ferguson & Co. to your attention.

As per rule 13 & 15(b) of rules and regulations governing conduct of advertising agencies & MBHs, once a complaint for a dishonored cheque is filed with PBA, the broadcaster thereafter cannot withdraw or directly receive payment against dishonored cheque filed with PBA. The agency must replace the cheque with a Pay-Order/Demand Draft in favour of PBA along with applicable surcharge amount, failing which the agency will be suspended at the end of 48 hours notice.

In order to streamline the clearance process we therefore request all members to please adhere to the above rules.

Sincerely for,
Pakistan Broadcasters Association



Muhammad Ali Butt
Executive Director