

PBA/10-15/Cir-11591

October 28, 2015

**To: All Accredited Agencies
Pakistan Broadcasters Association**

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

Dear All,

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.

We would like to draw your attention to rules 13 & 15(b) of the PBA Rules and Regulations Governing Conduct of Advertising Agencies & MBHs, once a complaint against a dishonored cheque is filed with PBA by a member broadcaster, the agency thereafter must pay the cheque amount along with applicable surcharge within 48 hours through a Pay-Order / Demand Draft in favour of PBA. Failing which, the agency will be suspended. PBA members cannot withdraw the complaint of dishonored cheques once filed with PBA.

We therefore request you to please follow the above PBA guidelines.

We are grateful for your cooperation and understanding as always.

Sincerely for,
Pakistan Broadcasters Association



Muhammad Ali Butt
Executive Director