

CONFIDENTIAL

Secretariat

Ref: SA/12-15/GOS-11699
December 1, 2015

To: All Member Broadcasters

Sub: Suspension of Business –Government of Sindh

Dear Members,

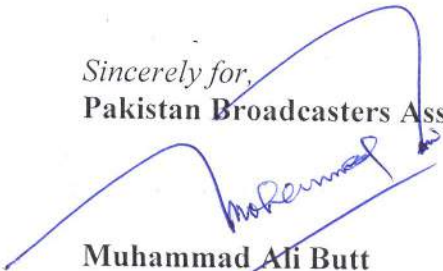
We have to inform you that **Government of Sindh** has failed to clear the outstanding dues of our member broadcasters and accredited agencies against the advertisements of its various ministries/departments. Therefore, all advertisements of **Government of Sindh** shall stand suspended w.e.f. **00:01 hours, Friday, December 04, 2015**. This suspension includes all the ministries, departments, autonomous and semiautonomous bodies of **Government of Sindh**.

All member broadcasters are advised not to air any advertisement of **Government of Sindh (all the ministries, departments, autonomous and semiautonomous bodies)** 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