

PBA/10-08/Cir-2014
October 14, 2008

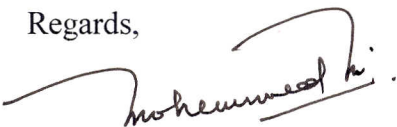
Chief Executives
All Accredited Advertising Agencies / MBHs
Pakistan Broadcasters Association

Dear Sir,

You will certainly appreciate that we are incessantly putting across to our accredited advertising agencies that once the complaint of broadcasters is notified to you, it becomes imperative to route all payments through Pakistan Broadcasters Association. It is also pertinent to mention that payments, through current cheques, pay orders or demand drafts shall be expected to reach PBA Secretariat on or before the last date mentioned in the letter that is sent to you with complained dues.

Notwithstanding, in case clearance from member broadcasters is not sent to PBA by the deadline of a respective clearance period, a late payment surcharge (LPS) shall be imposed as per PBA Rules and Regulations for conducting business with advertising agencies & MBHs, therefore, it will be in your own interest to route payments through PBA.

Regards,



Muhammad Ali Butt
Dy. Executive Director