

PBA/05-09/Cir-2818
May 23, 2009

**All Members /Associate Members
Pakistan Broadcasters Association**

Dear Members,

This is to inform you that Board of Directors, PBA in its meeting held on May 11, 2009 unanimously resolved that

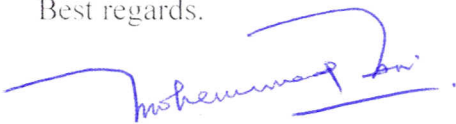
"All electronic advertisement business from Government of Pakistan through their Ministries, Departments, Institutions, Autonomous Bodies, Semi Govt. Departments, and Provincial Government in Sindh, Punjab, NWFP and Balochistan through their Ministries, Departments working under the ministries, Autonomous Bodies, Semi-Provincial Govt. Departments only to be aired if ads are released by PBA Accredited Agencies only".

In pursuance of the above board directive the member broadcasters are advised to accept business of all Federal Ministries, Provincial Ministries and their downstream departments through accredited agencies / MBHs only, with effect from **00:01 hours May 26, 2009**.

Please note that in case of violation of the above direction, clause 18.3 of PBA rules and regulations governing conduct of advertising agencies / media buying houses shall be applicable, which specifically spells: *No member broadcaster will run/ air 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.*

A list of the accredited advertising agencies and media buying houses that have so far been accredited by PBA is available at www.pba.org.pk.

Best regards,



Muhammad Ali Butt
Dy. Executive Director