



PAKISTAN ELECTRONIC MEDIA  
REGULATORY AUTHORITY  
ISLAMABAD

PEMRA HQs,  
Operations Wing,  
3<sup>rd</sup> Floor, Mauve Area,  
G-8/1, Islamabad.  
Tel: 051-9107109  
Fax: 051-9107129

No.13(32)/OPS/2016/2138

February 09, 2017


**Chairman**

Pakistan Broadcasters Association (PBA),  
177/2, 1<sup>st</sup> Floor, I.E.P. Building,  
Liaquat Barracks, Shahrah-e-Faisal,  
**Karachi.**

**Subject: CAPPING OF 12 MINUTES OF ADVERTISEMENTS DURING AN HOUR**

Reference: i. *This office's letter No. 2(06)/PR-2015/I/224, dated 02.01.2017;*  
ii. *Pakistan Broadcasters Association's letter No. PBA/01-17/PEMRA-13105,  
dated 19.01.2017 2016; and*  
iii. *This office's letter No. 13(32)/OPS/2016/2123, dated 02.02.2017.*

2. The representatives of Pakistan Broadcasters Association (PBA), during a meeting held on February 07, 2017, requested to extend the deadline fixed for compliance of the Rule 15(3) of PEMRA Rules 2009. Acceding to PBA's request the deadline is extended to May 15, 2017.
3. This issues with the approval of competent authority.

  
(Mudassar Qayyum)  
Deputy General Manager  
(Operations)

**Copy for information:**

1. Director General (Legal).
2. Director General (Licensing-Broadcasting).
3. Secretary to Authority.
4. All Regional General Managers.
5. AGM Chairman's Secretariat.