



**CONFIDENTIAL**

Ref: SA/06-17/13524  
June 30, 2017

**To: All Member Broadcasters**  
**Sub: Suspension of Business – Ministry of Health (Government of Pakistan)**

Dear Members,

We have to inform you that **Ministry of Health (Government of Pakistan)** has failed to clear the outstanding dues against their advertisements aired on our member broadcasters.

All member broadcasters are advised not to air any advertisement of the above client w.e.f. **00:01 hours, Wednesday, July 05, 2017** through any source whatsoever 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 the member broadcasters until it is restored.

*Sincerely for,*  
**Pakistan Broadcasters Association**

  
**Muhammad Ali Butt**  
Executive Director