

CIRCULAR

August 18, 2017

**All Member Broadcasters / Accredited Advertising Agencies / MBHs
Pakistan Broadcasters Association**

Subject: Billing to Commercial Clients

Dear All,

This is with reference to PBA's circular No. PBA/08/17/Cir-13816 dated August 8, 2017. Acceding to the request of its member agencies/MBH, PBA had extended the date of allowing Credit Notes of 15% till August 31, 2017 to facilitate the implementation of the revised billing regime as approved by its Board. This facilitation was accorded to the Agencies/MBHs and Advertisers enabling them to adapt to the revised billing system/regime.

Member Broadcasters are requested to please submit all their bills as advised in PBA's Circulars dated August 8, 2017 and August 17, 2017. All Accredited Agencies are requested to please process all broadcast media bills and pay their dues as per PBA's clearance schedule. No requests for any relaxation in the clearance schedule shall be entertained. Bills submitted by broadcasters to the Accredited Agencies/MBHs for already executed/serviced release Orders must be processed and paid as per normal schedule. The bills for release orders already executed cannot be conditional and made subject to terms of future business. Failure to accept, process and clear these dues will be a violation of PBA rules.

Sincerely for,
Pakistan Broadcasters Association


Muhammad Ali Butt
Executive Director