

PBA/08-17/Cir-13836
August 19, 2017

All Member Broadcasters
Pakistan Broadcasters Association

Subject: Government Advertisement Rates

Dear All,

The Board of Directors of PBA has deliberated the issue regarding disparity in Government advertisement rates (Federal and Provincial) in some cases, as pointed out by the Federal Government. In order to bring uniformity in Government advertisement rates the Board of Directors of Pakistan Broadcasters Association has resolved that the rates of all Government advertisements (Federal and Provincial) must be the same as applicable to the Federal Government advertisements.

In view of above the Member Broadcasters are requested to please apply same rates for advertisements aired against the release orders of Federal and Provincial Governments with effect from September 01, 2017. Members are also requested to please intimate the respective Provincial Governments regarding the above change.

Sincerely for,
Pakistan Broadcasters Association


Muhammad Ali Butt
Executive Director