



## Annexure 'B'

### PROCEDURE FOR APPOINTMENT OF AGENCY / MBH BY THE CLIENTS

The Rules and Regulations for accreditation and conduct of advertising Agencies / MBHs require that Agencies / MBHs must provide the Association, the appointment letters of their clients for enlistment. The specimen for appointment letter and the procedure is given hereunder:

#### ***(Specimen for Appointment Letter to be typed on the letterhead of the client)***

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*The Secretary General,  
Pakistan Broadcasters Association,  
Karachi.*

*Dear Sir,*

*We are pleased to inform you that we have appointed M/s.....  
..... as our sole advertising agents to handle our publicity in the  
members of your Association.*

*We have not so far appointed any advertising Agency / MBH to advertise our account.*

*We hereby undertake that we shall place a minimum business of Rs.5,000,000/- (Rupees Five Million only) per annum to your member Broadcast Houses.*

*Thanking you,*

*Yours faithfully,*

*(Authorized Signature & Seal)*

### REQUIREMENTS

1. The Agency / MBH should attach its consent to handle the business of the client with the appointment letter.
2. The appointment letter should be addressed to the Secretary General, Association of and forwarded to Association's Secretariat in original. No Photostat copies will be entertained.
3. The client should undertake that their advertisements to the member Broadcast Houses of the Association will not be less than Rs.5,000,000/- (Rupees Five Million only) per annum.
4. If the client is already under any accredited Agency / MBH the Clearance certificate from the outgoing Agency / MBH should be obtained and forwarded to Association's Secretariat in original.
5. In case the clients have appointed the Agency / MBH as additional Agency / MBH, the clients must provide NOC from the existing advertising agents, along with the bifurcation of account among advertising Agencies / MBHs on their panel, clearly specifying the products / nature of ads to be advertised by each Agency / MBH.
6. The advertising Agencies / MBHs should not release the advertisements of the clients till the appointment is regularized and circulated by the Association's Secretariat.