



**The Secretary General  
Pakistan Broadcasters Association  
Karachi**

**APPLICATION FOR REGISTRATION/ASSOCIATESHIP/LISTING TO BE COMPLETED BY APPLICANT**

On behalf of the under named advertising agency, I hereby make application for accreditation/listing by Pakistan Broadcasters Association (Hereinafter referred to as the "Association") and submit the following information and agree that the information herein given shall be the basis of the agreement of accreditation/listing between the Association and the agency and further that any inaccuracy or omission herein, accidental or otherwise, is liable to render such agreement voidable at the option of the Association.

1. NAME OF AGENCY \_\_\_\_\_
2. Address of the main office \_\_\_\_\_
3. Date of Registration/Incorporation & Commencement of Business  
(A copy of relevant certificate to be attached)  
\_\_\_\_\_
4. Constitution (Whether Proprietorship /Partnership or Limited)  
\_\_\_\_\_
5. Names of Proprietors/Partners/Directors along with their full official and private address \_\_\_\_\_
6. **Capital Structures:**  
Authorized and Paid-up Capital; in case of proprietorship or partnership, Indicate amount of total investment and working capital  
\_\_\_\_\_  
(Attach latest copy of audited/certified Balance Sheet)
7. Registered Office (if different from the Main office) and other place of business  
(if any) \_\_\_\_\_
8. Names of Directors or Partners who are actively associated in the conduct of  
the agency's business \_\_\_\_\_
9. Apart from the Principals enumerated above, staff employed in various Departments:  
i) Media Department \_\_\_\_\_

ii) Production Department \_\_\_\_\_

10. Do you carry on or are engaged directly or indirectly, in any business besides of that an advertising agency. If so, give details including the total turnover of your other business and the turnover of the advertising agency section

\_\_\_\_\_

11. Do you own, broadcast or are in other manner, directly or indirectly associated with the ownership of any broadcasting house. State names of TV Channel / Radio Station \_\_\_\_\_

12. Do you act as representative for any Broadcasting house or other businesses, if so, give details \_\_\_\_\_

13. Has any advertiser any interest financial or otherwise, in your business. If so, give details. \_\_\_\_\_

14. Have you any interest, financial or otherwise, in the business of any of your clients. If so give details \_\_\_\_\_

15. Has any Director or Partner in your agency been ever removed from the list of the Association's accredited agents or refused accreditation as an advertising agency on any previous occasion. If so, give details \_\_\_\_\_

16. Do you agree and undertake not to transfer, assign, sublet or otherwise materially alter the proprietary structure of your undertaking or business except with previous intimation in writing to and approval of the Association, of the interests of the member broadcasters

\_\_\_\_\_

17. State here the amount of available working capital with full details of its structure \_\_\_\_\_

18. Give particulars of any additional financial support, its sources, and the conditions Under which it would become available

\_\_\_\_\_



19. Total business placed by you with Association's member broadcasting house during the course of the last calendar year or in the 12 months preceding the month of application

\_\_\_\_\_

20. Total business you expect to place in the Association's member broadcasting house during the forthcoming 12 months

\_\_\_\_\_

21. Names of the Agency's active clients \_\_\_\_\_

22. Give three trade references, two of which should be member broadcasting house and third from a banker

\_\_\_\_\_

23. Agency's nominee authorized to deal with the Association

\_\_\_\_\_

Note: The Association reserves the right to make reference to all or any of the clients listed before taking a final decision on the application

(In case space in the Form is insufficient, answers to the questions and other information may be supplied on separate sheets of paper to be attached to this Form).

Full Name of the Person making this application with designation:

Date.....

Signature  
Seal of Agency

**Document Required for Accreditation:**

1. Copy of CNIC Directors / Designate
2. Copy of Company NTN
3. Board Resolution (Authorizing the Concerned Director to Deal with PBA)
4. List of Client (on agency letterhead)
5. Company's Articles & Memorandum of Association (Attested by SECP)
6. Certificate of Incorporation (Attested by SECP)
7. Form A (Latest / Attested by SECP)
8. Form 29 (Latest / Attested by SECP)
9. Bank Guarantee (in accordance with Rules of Accreditation)



**AGREEMENT BETWEEN ADVERTISING AGENCY / MBH  
AND ASSOCIATION TO BE EXECUTED  
AFTER ACCREDITATION HAS BEEN GRANTED**

AN AGREEMENT made this ..... Day of ..... two thousand and .....  
between the **Pakistan Broadcasters Association** whose registered office is at **177/ 2, 1st Floor , I.E.P  
Building Liaqat Barracks, Shahrah-e-Faisal, Karachi, Pakistan** hereinafter referred to as the  
“Association” and shall be represented by the Board of Directors of the said Association, of the first part and  
....., of .....  
.....  
hereinafter called “the Agency / MBH” of the second part.

The words and expression Association and the Agency / MBH wherever the context so permits shall mean and include their respective successors, assigns and administrators.

WHEREAS, for the better regulation of the practice of advertising and to secure the best advertising service for advertisers, the members of the Association have agreed that they will allow commission in respect of advertisement inserted in broadcast houses owned or controlled by them (hereinafter referred to as “broadcast houses”) to an advertising Agency / MBH accredited by the Association.

AND WHEREAS the Agency / MBH is desirous of being accredited by the Association for the purpose of becoming entitled to commission in respect of broadcast house advertising placed by it, and has completed a form of application for accreditation, the information wherein shall be the basis of this agreement (any inaccuracy or omission in the said information, accidental or otherwise, shall render this agreement voidable at the option of the Association).

AND WHEREAS the Association has, by a resolution of its Board of Directors passed at a meeting held on ..... agreed to offer accreditation to the Agency / MBH.

NOW it is hereby mutually agreed by and between the parties as follows:

1. BY THE ASSOCIATION:

- (a) That the Association accredits the Agency / MBH and includes its name in the list of accredited agents published from time to time and at least once every year.
- (b) That the Association on its part agrees that members will abide by its Code of Standards as published.
- (c) That the Association agrees that in case of cancellation of accreditation, notice shall be given to the Agency / MBH and shall be circulated to the members of the Association at least two weeks before the cancellation becomes effective. Provided, however, where an Agency / MBH either fails to prove, as required by the Association, or fails to make payment of its dues to any member of the Association within the period as specified by the Association, the accreditation of the Agency / MBH may be cancelled with immediate effect and without any notice. Provided further that in the event of a Notice, the Agency / MBH will not be entitled to release business of the Member Broadcaster.

2. BY THE AGENCY / MBH:

In consideration of the accreditation herein afforded and of the commission to which the Agency / MBH is entitled by reason of such accreditation:

- (a) That the Agency / MBH shall strictly and faithfully abide by the Association's "Rules and Regulations for Accreditation and Conduct of Advertising Agencies" and that the Agency / MBH acknowledges its awareness of and its obligations under these Rules and that these Rules are to be taken as being a part of and an annexure to this Agreement.
- (b) That it will maintain properly equipped office and use its best efforts to ensure that all advertising placed by it is legal, clean, honest and truthful, render the best possible advertising service to advertisers and encourage the development of new advertising accounts.
- (c) That its remuneration for placing advertisements in any of the broadcast houses shall be in the form of a commission paid by the broadcast houses.
- (d) That it will retain in full all commission and remunerations earned by it as an advertising Agency / MBH from member broadcaster and that it will at no time pay or otherwise allow any part of such commissions or remunerations to any advertisers or representative of any advertiser for whom it may be acting, or has acted, as an advertising Agency / MBH. (The Agency / MBH shall be deemed to rebate commission in breach of this agreement if it supplies free, or partly free, any publicity or other material, including films or the like or defrays in whole or in part the salary of any employee of an advertiser, or makes any allowances, or does any act or thing whatsoever which in effect is equivalent rebating any part of the commission).
- (e) That it will not charge any advertiser for any advertising more or less than the price charged by the broadcast house.
- (f) That it will require payment for the cost of all research undertaken at the instruction of advertisers other than into quantity and quality of broadcast house viewer-ship / listeners and gathering of normal marketing data.
- (g) That it affirms the truth and accuracy of the information given by it in the application for accreditation and agrees that any inaccuracy or omission in the said information, accidental or otherwise, shall render this agreement void at the option of the Association.
- (h) That it will advise the Association immediately of any alteration or changes in the particulars furnished in the form of application for accreditation originally submitted.
- (i) That in the event of any important alterations being effected in the Agency / MBH structure without prior intimation to and approval of the Association, the Association may thereupon remove the Agency / MBH name from the list of accredited agents or, if necessary, require the Agency / MBH to submit a fresh application for accreditation.
- (j) That in the event of the Association removing from the list of accredited agents the name of any advertising Agency / MBH, no Agency / MBH, accredited to the Association will, for a period of 3 years after the date of such removal, employ any Director or Principal of such an Agency / MBH, or make any arrangement for the purpose of taking over its business, wholly or partly, without prior intimation in writing to and No Objection from the Association.
- (k) That in releasing an advertisement to a broadcasting houses the Advertising Agency / MBH concerned assumes full responsibility for the veracity of any claims made or views or symbols represented therein and that the Agency / MBH hereby indemnifies the Broadcast House concerned against any claims or proceedings, legal or otherwise, arising out of the broadcasting of such advertisements.
- (l) That it will conform strictly to the advertisement tariff of individual broadcast houses respecting rates and related conditions.



- (m) That in the event of any Agency / MBH desiring to cancel the spot of any advertisement, it will not give shorter notice than that which may be required under any agreement between the Agency / MBH and any individual broadcast house.
- (n) That it will conform to all decisions and regulations made by the Association from time to time for the better conduct of the advertising business.
- (o) That it will pay all dues of Association members according to the rules framed and within the credit period fixed by the Association in this regard from time to time, and will be liable to lose its accreditation, if in the Association's opinion, it has failed to fulfill these requirements and obligations.
- (p) That the Association will have the right to cancel the Agency / MBH accreditation and remove its name, from the list of accredited agents without being obliged to give reason for this decision, after issuing a two weeks' Show Cause Notice.

However, in certain cases, including the non-payment of the dues of members Broadcast Houses within the specified time, the Agency / MBH accreditation may be suspended/cancelled without any notice to the Agency / MBH.

For and on behalf of  
Association:

Secretary General

(for the Agency / MBH )

(To be signed by a Director  
where the Agency / MBH is  
Limited Company or by a  
Partner or sole proprietor)

Witnesses:

1. \_\_\_\_\_

2. \_\_\_\_\_

Any notice required by the undertaking herein to be given shall be sent in writing to the Secretary General, Association, Karachi.