



**APPLICATION FOR REGISTRATION OF DIGITAL MEDIA
ADVERTISING AGENCY/MBH
TO BE COMPLETED BY APPLICANT**

On behalf of the under named digital media 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 DIGITAL MEDIA AGENCY	
	a) Agency NTN	
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	
	a) Mobile number(s)	
	b) Email address(s)	
	c) Official address	
	d) 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 digital media agency's business	
9.	Apart from the Principals enumerated above, total strength of staff employed in various Departments:	
	a) Digital Media Department	
	b) Other Departments	
10.	Do you carry on or are engaged directly or indirectly, in any business besides that of a digital media advertising agency. If so, give details including the total turnover of your other business and the turnover of the digital advertising agency section	
11.	Do you own, digital media publishing house/ or are in other manner, directly or indirectly associated with the ownership of any digital media publishing house. State name of the Digital Media Publishing Business Name, <i>if any</i>	
12.	Do you act as representative for any Digital Media Publishing House or other businesses, if so, give details	
13.	Has any digital media 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 digital media agency been ever removed from the list of the Association's accredited agencies 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 digital publishers 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 digital publishers during the forthcoming 12 months	
21.	Names of the Digital Media Agency's active clients	
22.	Give three trade references, two of which should be member digital media publisher and third from a banker	
23.	Digital Media 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 Digital Media Agency



FEE STRUCTURE FOR DIGITAL MEDIA AGENCY

Processing Fee (Non Refundable)	Rs. 10,000
Accreditation Fee	Rs. 50,000
Annual Fee	Rs. 50,000

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 digital 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)