

PBA/09-20/Cir-17326  
September 11, 2020

**CIRCULAR**

**All Member Broadcasters  
Pakistan Broadcasters Association**

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**Subject: Clarification regarding Advertisement Rates of Autonomous/Semi-Autonomous Bodies of Federal and Provincial Governments**

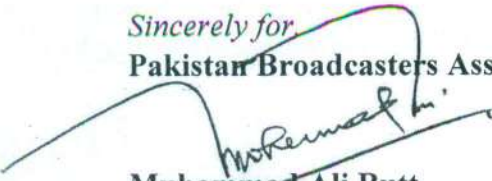
Dear All,

This is to inform you that Ministry of Information & Broadcasting vide its letter No. 10(26)/2017-P-I dated February 20, 2019 had notified the Government Advertisement Tariff for Electronic Media. As per the above referred letter the government rates / tariff shall be applicable on all types of advertisement campaigns for electronic media by Federal Government / Provincial Government / Corporations / Authorities / Attached Departments/Autonomous & Semi-Autonomous Bodies.

It is therefore advised that member broadcasters should adhere to the above-mentioned government policy and apply government rates on all campaigns released from Autonomous / Semi-Autonomous Bodies.

This is for information and necessary action at your end.

*Sincerely for*  
**Pakistan Broadcasters Association**

  
**Muhammad Ali Butt**  
Executive Director