

**CONFIDENTIAL**

Secretariat

Ref: SA/12-18/GOP-15526  
December 26, 2018

**To: All Member Broadcasters**  
**Sub: Suspension of Business – Government of Pakistan**

Dear Members,

We have to inform you that **Government of Pakistan** has failed to clear the reported dues of our members against advertisements of various Federal Ministries/Departments. Therefore all advertisings of **Government of Pakistan** shall stand suspended w.e.f. **00:01 hours, Saturday, December 29, 2018** across all member broadcasters. This suspension includes all Federal Ministries of Government of Pakistan and their affiliate departments, autonomous and semi-autonomous bodies.

All member broadcasters are advised not to air any advertisement of **Government of Pakistan** after the mentioned time through any source whatsoever, from any channel of their network / bouquet till further communication by PBA.

Please note that as per clause 18.3 of PBA rules and regulations governing conduct of advertising agencies / media buying houses specifically spells: ***No member broadcast house will run advertisement of a suspended client/ agency/ MBH, or a black listed client. In the event of violating this rule, the broadcaster shall be liable to fine and penalty as prescribed in the above rule.***

It may please be noted that any client under suspension cannot shift its business or place any business directly or through any source whatsoever to member broadcasters until it is restored.

Sincerely for,  
**Pakistan Broadcasters Association**



**Muhammad Ali Butt**  
Executive Director