

CONFIDENTIAL

Ref: SA/02-19/DGPR-15625
February 22, 2019

To: All Member Broadcasters
Sub: Suspension of Business – Government of Punjab

Dear Members,

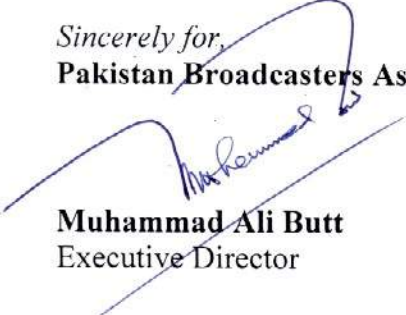
We have to inform you that **Government of Punjab** has failed to clear the outstanding dues of our members against the advertisement campaigns of various departments. Therefore, all advertisement of **Government of Punjab** shall stand suspended w.e.f. **00:01 hours, Wednesday, February 27, 2019**. This suspension includes all the departments, autonomous and semiautonomous bodies under **Government of Punjab**.

All member broadcasters are advised not to air any advertisement of the above client 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 the member broadcast houses will not 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 of the agency under suspension cannot shift its business, or place any business direct to a broadcaster until the agency is restored.

Sincerely for,
Pakistan Broadcasters Association



Muhammad Ali Butt
Executive Director