

PBA/03-20/AAC-16583

March 18, 2020

**All Accredited Advertising Agencies/MBHs**  
**Pakistan Broadcasters Association**

---

Subject: Payment of Outstanding Dues

Dear All,

As you are certainly aware that PBA rules and regulations provides a 60 days' credit period to the accredited advertising agencies for payment of invoices raised by member broadcasters. It has been noticed that certain advertising agencies have become habitual of making payments beyond the timelines as provided under the rules and regulations governing conduct of advertising agencies / MBHs.

It is requested to please clear the outstanding dues within the clearance period in order to maintain a smooth and efficient clearance system. In case you have recovery issues with any client, you can also report it to PBA so that action can also be initiated against the said client as per rules and regulations. It is therefore advised to please strictly adhere the prescribed payment timelines in order to avoid action as per rules and regulations governing conduct of advertising agencies/MBHs.

*Sincerely for,*

**Pakistan Broadcasters Association**



**Muhammad Ali Butt**

Executive Director