

**CONFIDENTIAL**

Ref: SA/01-22/77-18800  
January 04, 2022

**To: All Digital Media Member Publishers**

**Sub: Suspension of Digital Advertising Business – Vibrant Communications**

Dear Digital Media Members,

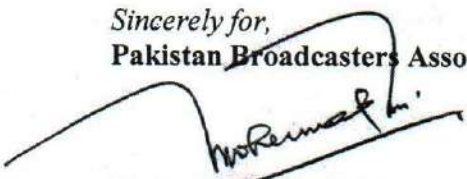
We have to inform you that **Vibrant Communications** has failed to clear the outstanding dues of our Digital Media Publisher pertaining to September 2021 clearance period. The above agency is therefore, suspended w.e.f. **00:01 hours, Friday, January 07, 2022.**

All Digital Media Publishers are advised not to air any advertisement of the clients of the above agency after the mentioned time through any source whatsoever, 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 Digital Media Members 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 publisher until the agency is restored.

Sincerely for,  
**Pakistan Broadcasters Association**



**Muhammad Ali Butt**  
Executive Director