

**CONFIDENTIAL**

Ref: SA/07-24/68-218412  
July 02, 2024

**To: All Digital Media Member Publishers**

**Sub: Suspension of Digital Advertising Business - Rich Media Inc.**

Dear Digital Media Members,

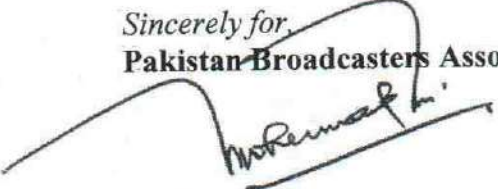
We have to inform you that **M/s Rich Media Inc.** has failed to clear the outstanding dues of our Digital Media Publisher for March 2024 clearance period. The above agency is therefore, suspended w.e.f. **00:01 hours, Friday, July 05, 2024.**

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