

PBA/07-20/Cir-16829
July 02, 2020

All Accredited Advertising Agencies/MBHs
Pakistan Broadcasters Association

Subject: Accreditation of Digital Media Advertising Agencies/MBHs

Dear All,

Pakistan Broadcasters Association (PBA) has been functioning since more than a decade now and has been successfully providing its services in the interest of electronic media industry and has been working as a central welfare organization for electronic media including TV Broadcasters, Radio broadcasters, Advertising Agencies and advertising clients.

Over the last couple of years, just like all other countries, the digital media in Pakistan has also gained significance and our Broadcasters have also put their digital products front and center due to the emerging potential market of digital media advertising in Pakistan.

PBA now aims at extending its services to its members, clients and advertising agencies for digital media as well. We therefore invite you to get your Digital Media agencies registered with PBA. PBA will play its role in the following ways:

1. By establishing a platform to ensure timely payments of digital medium outstanding dues by the advertisers to the advertising agencies and media buying houses and digital platforms.
2. By managing the regularization of appointment of your digital media clients ensuring that no client, enlisted on your panel can advertise on any of the digital properties of our members without first clearing your dues.
3. By providing a forum to resolve disputes with your clients and media.
4. By facilitating exchange of ideas through a single organized platform.

In consideration of your affiliation with PBA, the Board of Directors of Pakistan Broadcasters Association is pleased to offer the accreditation of your Digital Advertising Agency without submission of bank guarantee/security deposit. This offer is valid till July 20, 2020.

In order to avail this opportunity it is requested to please send the dully filled in application forms along with pay-order of applicable fees in favour of Pakistan Broadcasters Association latest by July 20, 2020.

(Application Form are attached herewith)

Sincerely for,
Pakistan Broadcasters Association


Muhammad Ali Butt
Executive Director