



APPLICATION FOR MEMBERSHIP

Date _____

TO THE CHAIRMAN
Membership Committee
4As Philippines

I, _____, _____, _____
(Name) (Title/Position) (Name of Agency)

hereby apply for membership in your association.

Upon admission, we agree and attest:

1. To bind ourselves under the By-Laws of the Association.
2. To adhere faithfully to the 4As Code of Ethics.
3. To abide by the rules, procedures and decisions that may be promulgated by the Association in respect to the administration and enforcement of the above-mentioned standard of ethics.
4. To cooperate and participate actively in the implementation of the plans and projects of the Association in general, and the committees in particular.
5. To designate the Chief Executive or a high-ranking officer of our agency as official representative and a senior management officer as alternate representative, to attend meetings and other compulsory activities conducted by the Association.
6. To bind ourselves and adhere faithfully to the Industry Standards of Trade Practices and Conduct (TPCC) of Advertising Business.
7. To keep our financial obligations in the Association up-to-date and in cases of outstanding accounts, to settle the same within thirty (30) days upon receipt of notice thereof.



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8. To remit promptly payment for entrance fee and annual dues, breakdown as follows:

Entrance Fee - P 50,000.00
Annual Dues - 15,000.00 (Socialized Fee - Minimum)

Annual dues will be based on gross revenue as stated in the certified financial statement submitted to the Association.

New members will pay the fees/dues covering the unexpired portion of the fiscal Year (January 1 – December 31).

Returning members will have to pay all arrears, if any, before its resignation or suspension and the annual dues covering the unexpired portion of the fiscal year. However, they will no longer be required to pay the entrance fee.

9. To attend regularly the general membership and special meetings of the Association.
10. Upon voluntary withdrawal, to give the Association sixty (60) days written notice.

NAME OF AGENCY : _____
BUSINESS ADDRESS : _____
TELEPHONE NO. (S) : _____
FAX. NO. : _____
E-MAIL ADDRESS : _____
WEDSITE ADDRESS : _____

Signature

Title/Position



REQUIRED DATA FOR 4As MEMBERSHIP

1. NAME OF AGENCY : _____

2. DATE OF ORGANIZATION : _____

3. BUSINESS ADDRESS : _____

E-mail Address _____

Website Address _____

4. CONTACT NUMBERS

Telephone : _____

Fax _____

5. TYPE OF ORGANIZATION :

_____ Single Proprietorship

_____ Partnership

_____ Corporation

6. MEMBERS OF THE BOARD :

Name

Other Business Affiliations

7. OFFICERS :

Name

Designation

Other Affiliations

8. STOCKHOLDERS :

Name

Amount of Shareholdings

9. PAID-UP CAPITAL : _____ (Required Minimum = P100,000.00)

10. DEPARTMENT MANAGER AND SUPERVISORS :

<u>Name</u>	<u>Designation</u>	<u>Immediate Past Employment</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

11. NUMBER OF EMPLOYEES : _____

12. SERVICES OFFERED (Please Check)

Primary:

_____ Creative _____ Media
 _____ Account Management _____ Production

Secondary:

_____ Public Relations _____ Publicity
 _____ Sales Promotions _____ Merchandising
 _____ Research _____ Event Management

14. CLIENTS: (Kindly attach the complete list of your clients and key contact information).

15. If Advertiser (s) own (s) share of stocks in the agency, to what extent (as percent of total shares).

Singly _____ %
 Collectively _____ %

16. Recommendation and/or Endorsement Letter from two (2) 4As member-agencies in “good standing”. (Kindly submit endorsement letters together with this application form and the required documents)

Endorsed by:

1. _____
 Name of President/CEO

2. _____
 Name of President/CEO

 Agency

 Agency



17. RECOGNITION/ACCREDITATION:

(Kindly submit photocopy of full accreditation certificate from KBP and UPMG)
Both organizations will be consulted as part of the evaluation and screening process of membership applications.

KAPISANAN NG MGA BRODKASTER SA PILIPINAS (KBP)

Accreditation/Registration Date : _____

UNITED PRINT MEDIA GROUP (UPMG)

Accreditation/Registration Date : _____

18. REFERENCES:

Broadcast Media (Network/Station) _____

Print Media (Publication/Publisher) _____

Production Supplier (Production House) _____

Bank References

19. HERewith SUBMITTED:

- _____ Articles of Incorporation
- _____ By-Laws
- _____ Audited and Certified Financial Statement (latest/current)
- _____ Accreditation Certificate with KBP
- _____ Accreditation Certificate with UPMG
- _____ Current List of Clients
- _____ Endorsement Letter from two (2) 4As member-agencies