

MEMBERSHIP APPLICATION FORM

COMPANY PROFILE

**To The Board of Directors:
Philippine Association of National Advertisers (PANA)**

We hereby apply for the membership in your Association. Upon admission, we agree:

- A. To bind ourselves under the By-Laws of the Association.
- B. To adhere faithfully to the PANA Statement of Advertising Principles and the Standards of Advertising of the Ads Standards Council (ASC).
- C. 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 advertising standards.
- D. To cooperate in the implementation of the plans and projects of the Association in general, and of the committee in particular.
- E. To designate a senior executive of the company as Official Representative, and one to two more as Alternate Representative(s) to attend the functions of the Association.
- F. 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 a written notice.
- G. To remit promptly payment for the entrance fee and annual dues as follows:

Entrance Fee (one time) Php. 7,000.00
Corporate Annual Membership dues Php. 16,500.00

Note: A new member is required to pay the full amount of the annual dues equivalent to one year if the regularization took effect on the 1st Qtr of the year; 75% if on the 2nd Qtr; 50% if on the 3rd Qtr and 25% if on the 4th Qtr.

H. Upon voluntary withdrawal, to give the association sixty (60) days written notice.

FULL NAME OF COMPANY

BUSINESS ADDRESS _____

TELEPHONE _____ FAX _____

**NAME OF PRESIDENT, GENERAL MANAGER
and/or CEO**

TYPE OF INDUSTRY THE COMPANY IS IDENTIFIED WITH

WE ARE ENGAGED IN: (check box)

MANUFACTURING NATIONALLY
 MARKETING REGIONALLY
 SERVICES

PRODUCTS BEING PRODUCED OR DISTRIBUTED

TYPE OF SERVICE BEING OFFERED

PRODUCTS BRANDS/SERVICES BEING ADVERTISED

APPROXIMATE ADVERTISING / IMC BUDGET ALLOCATED FOR THE CURRENT YEAR

Php _____

PERCENTGE (%) BREAKDOWN OF THE ADVERTISING / IMC BUDGET BY MEDIUM

TV _____ CINEMA _____

PRINT _____ OTHERS (Pls. specify) _____

RADIO _____

ADVERTISING MEDIUM USED REGULARLY (check box)

NEWSPAPER OUTDOOR CINEMA
 MAGAZINE RADIO INTERNET
 DIRECT MAIL TV OTHERS

NAME OF ADVERTISING AGENCY/S

NAME OF OFFICIAL REPRESENTATIVE

NICKNAME _____

DESIGNATION _____

EMAIL ADDRESS _____

MOBILE NUMBER _____

NAME OF ALTERNATE REPRESENTATIVE (1)

NICKNAME _____

DESIGNATION _____

EMAIL ADDRESS _____

MOBILE NUMBER _____

NAME OF ALTERNATE REPRESENTATIVE (2)

NICKNAME _____

DESIGNATION _____

EMAIL ADDRESS _____

MOBILE NUMBER _____

PRINTED NAME AND SIGNATURE OF THE
PRESIDENT, GENERAL MANAGER and/or CEO