

MEMBERSHIP APPLICATION FORM

COMPANY PROFILE

OFFICIAL REPRESENTATIVE

Date of Application: _____

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 Code of Ethics, Advertising Standards Council Code of Ethics, Consolidated ICC Code of Advertising and Marketing Communication Practice, and Sales Promotions, and other policies promulgated by the industry-wide organization.
- 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 standards and code of ethics.
- 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. One (1) Official Representative – a senior executive of the company, preferably from marketing/communications department. One who can provide point of view for or make a decision on behalf of the company.
 - b. Up to three (3) alternate representatives - preferably with at least 3 years of experience in the field of marketing/communications. In the event that the official representative is indisposed, the alternate representative(s) can attend PANA functions.
- 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)..... P 5,000.00
Corporate Annual Membership Fee..... P12,000.00

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 _____

Company Anniversary: _____

Business Address _____

Telephone Nos. _____

Fax No.: _____

Name of President _____

Type of Industry the Company is identified with
We are engaged in: (Check Block)

- Manufacturing Nationally
- Marketing Regionally
- Services

Products being produced or distributed _____

Type of service being offered _____

Product Brands/Services being advertised _____

Approximate advertising budget allocated for the current year PhP _____

(%) Percentage breakdown of the advertising budget by medium:

TV _____ Internet _____

Radio _____ Outdoor _____

Print _____

Others (Pls. Specify) _____

ADVERTISING MEDIUM USED REGULARLY

- TV Radio
- Print Internet
- Direct Mail Cinema
- Outdoor Others

Name of Advertising Agency/Agencies _____

DATA PRIVACY STATEMENT: The information provided will be mainly for PANA use and processing. However, we may share the same with other PANA members who are interested to connect with you for business purposes. In these cases, we assure that reasonable steps are taken for the protection of your information and that the same is used in a manner consistent with the provisions of the law.

Philippine Association of National Advertisers, Inc. (PANA)
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Makati City, Philippines, 1229
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Website: www.pana.com.ph E-mail: email@pana.com.ph



Name _____ Nickname _____

Designation _____

Email Address _____

Direct Line / Mobile _____

ALTERNATE REPRESENTATIVE (1)

Name _____ Nickname _____

Designation _____

Email Address _____

Direct Line / Mobile _____

ALTERNATE REPRESENTATIVE (2)

Name _____ Nickname _____

Designation _____

Email Address _____

Direct Line / Mobile _____

ALTERNATE REPRESENTATIVE (3)

Name _____ Nickname _____

Designation _____

Email Address _____

Direct Line / Mobile _____

Printed Name & Signature of the Highest company/dept. officer