

# 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 10,000.00  
Corporate Annual Membership Fee..... P20,000.00

**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 1<sup>st</sup> Qtr of the year; 75% if on the 2<sup>nd</sup> Qtr; 50% if on the 3<sup>rd</sup> Qtr and 25% if on the 4<sup>th</sup> 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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Tel. Nos. 8940012 & 13 or 8940474 & 75 | Telefax: 8941515 or 8940472  
Website: [www.pana.com.ph](http://www.pana.com.ph) E-mail: [email@pana.com.ph](mailto: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