



REGULAR MEMBERSHIP APPLICATION FORM

Regular Members are juridical persons such as corporations, partnerships or other organizations that are engaged in the marketing and advertising of brands, products, and services with an estimated annual advertising budget of P10 million and above.

Date of Application: _____

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

We, the undersigned, hereby apply for membership in your association and upon admission we agree to:

- a. Be bound by the association's By-laws.
- b. Faithfully adhere to the PANA Code of Ethics, Advertising Standards Council Code of Ethics, and other policies promulgated by the industry-wide organization.
- c. Abide by the rules, procedures, and decisions promulgated by the association in respect to the administration and enforcement of the above-mentioned standards and code of ethics
- d. Aid in the implementation of the association's and committee's plans and programs.
- e. Designate **one (1) official representative** – a senior executive of the company, preferably from marketing/ communications department who has the authority to speak or act on behalf of the company.
- f. Nominate at least **three (3) alternates** with a minimum of two years experience in marketing communications to serve as your company's delegate if the official representative is not available to attend PANA functions.
- g. Promptly remit payment for the entrance fee and annual dues as follows:

MEMBERSHIP FEES:

One-time Entrance Fee	Php 10,000
Corporate Annual Membership Fee	Php 20,000
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 st Qtr of the year; 75% if on the 2 nd Qtr; 50% if on the 3 rd Qtr and 25% if on the 4 th Qtr.	

- h. In the event of voluntary withdrawal, a member must provide the association with a sixty (60) day written notice.

MEMBERSHIP INFORMATION

FULL NAME OF COMPANY: _____

COMPANY ANNIVERSARY: _____

BUSINESS ADDRESS: _____

TELEPHONE NUMBER: _____ WEBSITE: _____

NAME OF PRESIDENT: _____

TYPE OF INDUSTRY THE COMPANY IS IDENTIFIED WITH:

- | | |
|--|-----------------------------------|
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> National |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Regional |
| <input type="checkbox"/> 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 _____	Digital _____
Radio _____	Outdoor _____
Print _____	
Others _____	

ADVERTISING MEDIUM USED REGULARLY

- | | |
|--------------------------------------|----------------------------------|
| <input type="checkbox"/> TV | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Print | <input type="checkbox"/> Digital |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Cinema |
| <input type="checkbox"/> Outdoor | <input type="checkbox"/> Others |

NAME OF ADVERTISING AGENCY/AGENCIES _____

REPRESENTATION

OFFICIAL REPRESENTATIVE

NAME: _____ NICKNAME: _____

DESIGNATION: _____

DIRECT LAND LINE: _____ MOBILE: _____

ALTERNATE REPRESENTATIVE (1)

NAME: _____ NICKNAME: _____

DESIGNATION: _____

DIRECT LAND LINE: _____ MOBILE: _____

ALTERNATE REPRESENTATIVE (2)

NAME: _____ NICKNAME: _____

DESIGNATION: _____

DIRECT LAND LINE: _____ MOBILE: _____

ALTERNATE REPRESENTATIVE (3)

NAME: _____ NICKNAME: _____

DESIGNATION: _____

DIRECT LAND LINE: _____ MOBILE: _____

DATA PRIVACY STATEMENT: *PANA is committed to protecting and respecting your privacy. The primary purpose of the information you provided is for PANA's utilization and processing. However, there may be instances where we share your information with other PANA members who express an interest in engaging with you for business-related activities. In such cases, we assure you that we undertake reasonable measures to safeguard your information and privacy. Furthermore, we ensure that any use of your information aligns with legal provisions and is conducted in a lawful manner.*

By signing below, I affirm that all the information provided in this application is accurate and complete to the best of my knowledge. I understand that any false statements, omissions, or other misrepresentations made by me on this application may result in the denial of my membership or its revocation if discovered at a later date.

I have read, understood, and agree to abide by the terms and conditions of PANA membership as outlined in the Membership Guidelines. I also acknowledge and accept the Data Privacy Statement, and I consent to the collection, use, and disclosure of my personal information as described therein.

I understand that my membership is subject to approval by PANA and that PANA reserves the right to reject any application for any reason.

PRINTED NAME & SIGNATURE OF THE HIGHEST COMPANY/DEPT. OFFICER

Date: _____