



## The Advertising Standards Council of India

### **Application for Membership**

(Please type or write in block capital letters)

To  
The Chairman, Board of Governors  
The Advertising Standards Council of India  
219 Bombay Market, 78 Tardeo Road  
Mumbai 400 034

Date \_\_\_\_\_

We apply for Membership of *The Advertising Standards Council of India*.

**Firm or Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Nature of Business:** \_\_\_\_\_

**Introduced By**

**Name of ASCI Member Company**

**Signature**

We note that there are four categories of Membership:

- (A) **Advertisers**: advertisers of goods and/or services in any newspapers, periodicals or other Media.
- (B) **Press/Media**: proprietors or publishers of newspapers or other periodicals, t.v.commercial channels, and mass media which carry the advertisements of goods and/or services.
- (C) **Advertising Agencies**:
- (D) **Other Members**: hoarding contractors, film/radio/t.v. producers/distributors, block-makers, printers and such other types of allied and ancillary trade and professions which assist in creation or placement of advertising or are in any manner concerned with advertising.

We come under \_\_\_ category. We have noted that the entrance fees is Rs. 2,000/-. We note that the annual subscription applicable to our category as per the scale on the reverse of this form is Rs. \_\_\_\_\_. We therefore enclose a cheque for Rs. \_\_\_\_\_ being the entrance fee and annual subscription applicable to us.

We wish to nominate our Representative as follows :

**Name of the Representative:** \_\_\_\_\_

**Designation or title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

(Article 6(b) of the Articles of Association states : "Such nominee or representative in the case of a Company shall be either one of its Directors or a Senior Manager and in case of a firm, a Partner or a Senior Manager and in case of an association a Senior Office Bearer or Manager".)

We agree to abide by the Memorandum and Articles of Association of the Advertising Standards Council of India.

**Name:** \_\_\_\_\_

**Designation:** \_\_\_\_\_ **Signature :** \_\_\_\_\_



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### SCALE OF FEES

Entrance fee for all categories of members is Rs. 2,000/-. In addition, the following annual subscription is payable to, "*The Advertising Standards Council of India*"

<b>Category - A : Advertiser - Advertising Expenditure (Annual)</b>	<b><u>Subscription</u></b>
Upto Rs. 1 crore	Rs. 5,000
Over Rs. 1 crore upto Rs. 5 crores	Rs. 10,000
Over Rs. 5 crores upto Rs. 10 crores	Rs. 15,000
Over Rs. 10 crores upto Rs. 50 crores	Rs. 25,000
Over Rs. 50 crores upto Rs. 100 crores	Rs. 45,000
Over Rs. 100 crores	Rs. 75,000

  

<b>Category - B : Press/Mass Media - Turnover (Annual)</b>	<b><u>Subscription</u></b>
Upto Rs. 5 crores	Rs. 5,000
Over Rs. 5 crores upto Rs. 20 crores	Rs. 10,000
Over Rs. 20 crores upto Rs. 50 crores	Rs. 25,000
Over Rs. 50 crores upto Rs. 200 crores	Rs. 35,000
Over Rs. 200 crores upto Rs. 500 crores	Rs. 50,000
Over Rs. 500 crores	Rs. 75,000

  

<b>Category - C : Advertising Agency -Revenue (Annual)</b>	<b><u>Subscription</u></b>
Upto Rs. 10 crores	Rs. 5,000
Over Rs. 10 crores upto Rs. 30 crores	Rs. 10,000
Over Rs. 30 crores upto Rs. 50 crores	Rs. 25,000
Over Rs. 50 crores upto Rs. 100 crores	Rs. 50,000
Over Rs. 100	Rs. 75,000

  

<b>Category - D : Allied Professions - Turnover (Annual)</b>	<b><u>Subscription</u></b>
Upto Rs. 5 crores	Rs. 2,000
Over Rs. 5 crores upto Rs. 25 crores	Rs. 5,000
Over Rs. 25 crores upto Rs. 50 crores	Rs. 10,000
Over Rs. 50 crores upto Rs. 100 crores	Rs. 20,000
Over Rs. 100 crores	Rs. 40,000

**Note:** Membership applied for any time during the year will become due for renewal from 1<sup>st</sup> April the following year. Membership applied for after the month of September, will have to pay 50% of the applicable subscription fees for that accounting year ending March.

*With effect from October 1<sup>st</sup>, 2008*