

# Membership Form

\*(mandatory)

Company\*: ..... VAT Number\* : .....

Brands represented: .....

Address\*: .....

City\*: ..... Zip Code\*: ..... Province\*: ..... Country\*: .....

Telephone\*: ..... Fax: ..... Web Page\*: .....

## Company contacts:

President: ..... Managing Director\*: .....

Sales Manager\*: ..... Marketing Director\*: .....

Legal Director\*: ..... Other: .....

## Representative Person:

Name\*: ..... Company Position\*: .....

e-mail\*: ..... Telephone\*: ..... / .....

Address: .....

(If isn't the same as above)

## Authorized to request services to Autocontrol:

Name\*: ..... Company Position\*: .....

e-mail\*: ..... Telephone\*: ..... / .....

According to the classification indicated below, the corresponding fee is\*\*:

- A  B  C  D  E  F  G  H  I  J  K  L  M  N  O  P  Q  R

As:  Advertiser  Agency  Media  Association  Other

In ..... on the ..... of ..... of 2011  
(city) (day) (month)

(Signature of a person acting on behalf of the company and company seal)

The annual membership fee will be paid by:

Check under the name of "Asociación para la Autorregulación de la Comunicación Comercial".

Bank transfer to IBAN number: ES06 0049 5103 7420 1656 3263.  
Bank Name: BANCO SANTANDER (BSCH). c/ Conde de Peñalver, 46 - 28006 MADRID.

Name: .....

Company Position: .....

In accordance with the provisions of Organic Law 15/1999, dated December 13th 1999, on the Protection of Personal Data, AUTOCONTROL (Asociación para la Autorregulación de la Comunicación Comercial) informs you that your personal data solicited in our forms will be included in the association's personal data file, of which AUTOCONTROL is held responsible and has been conveniently registered in the Spanish Data Protection Agency.

By completing and signing this form the user gives their express consent for the use of their personal data in order to establish the association's necessary communications with its members and the mailing of AUTOCONTROL's publications or information about its activity. These details will never be used for different purposes than the ones previously mentioned or passed on to a third party. The User is guaranteed its rights to access, rectify, cancel or oppose this information with a written statement sent to the association's secretary, along with a copy of their personal ID. This should be sent to: C/ Velázquez, 94, 2º Derecha / E-28006 Madrid / Fax number: +34 91 401 50 80.

## \*\*2011 Membership Fees

**ADVERTISER** Criteria: Advertising spending (according to data from last year)

Group	Range	Amount €
R	Up to 150.000 €	750
Q	150.000 € to 300.000 €	1.000
P	300.000 € to 450.000 €	1.500
O	450.000 € to 600.000 €	2.100
N	600.000 € to 1.200.000 €	2.535
M	1.200.000 € to 1.800.000 €	3.710
L	1.800.000 € to 6.010.000 €	4.700
K	6.010.000 € to 18.030.000 €	5.440
J	18.030.000 € to 30.050.000 €	6.420
I	30.050.000 € to 42.000.000 €	7.160
H	42.000.000 € to 55.000.000 €	8.180
G	55.000.000 € to 75.000.000 €	9.200
F	75.000.000 € to 95.000.000 €	10.225
E	95.000.000 € to 115.000.000 €	11.250
D	115.000.000 € to 135.000.000 €	12.265
C	135.000.000 € to 160.000.000 €	13.300
B	160.000.000 € to 200.000.000 €	14.300
A	200.000.000 € and above	15.330

**PROFESSIONAL ASSOCIATIONS:** 1% of their income, with fees from a minimum of 750 € and a maximum of 3.420 €

**MEDIA** Criteria: Advertising income

Group	Range	Amount €
L	Up to 600.000 €	750
K	600.000 € to 1.200.000 €	1.200
J	1.200.000 € to 6.000.000 €	2.100
I	6.000.000 € to 10.000.000 €	3.230
H	10.000.000 € to 20.000.000 €	4.205
G	20.000.000 € to 50.000.000 €	4.950
F	50.000.000 € to 100.000.000 €	5.670
E	100.000.000 € to 150.000.000 €	6.420
D	150.000.000 € to 200.000.000 €	7.160
C	200.000.000 € to 350.000.000 €	8.025
B	350.000.000 € to 500.000.000 €	8.700
A	500.000.000 € and above	9.200

**AGENCY** Criteria: Gross Income

Group	Range	Amount €
H	Up to 600.000 €	750
G	600.000 € to 1.200.000 €	1.200
F	1.200.000 € to 3.000.000 €	1.855
E	3.000.000 € to 5.000.000 €	2.720
D	5.000.000 € to 7.000.000 €	3.710
C	7.000.000 € to 10.000.000 €	5.110
B	10.000.000 € to 12.000.000 €	6.135
A	12.000.000 € and above	7.160

**OTHER COMPANIES RELATED WITH THE ADVERTISING BUSINESS:** Identical to agency fees and the same criteria applies.

# Autocontrol services and ratecard - 2011

Showned rates will be charged with the corresponding VAT.

Services	Members	Non-Members
1. Annual subscription to both <b>Autocontrol's monthly newsletter</b> and the " <b>Advertising Regulation Database</b> " available at <a href="http://www.autocontrol.es">www.autocontrol.es</a> , as well as Autocontrol's monthly digital newsletter.	<b>FREE</b>	<b>270,28 €</b>
2. <b>Legal Advice</b> , given by Autocontrol's legal team (written or verbally) about: - <i>Advertising legislation</i> - <i>Jurisprudence on advertising matters</i> - <i>Advertising Deontology</i> - <i>Any other matters related to the interpretation and application of advertising law.</i>	<b>FREE</b> The first 10 copy advice requests of each year. Additional requests will have a cost of 185€	<b>320 €</b>
3. <b>Copy Advice</b> , elaborated by Autocontrol's Legal Team, at the request of advertisers and/or agencies about their advertising projects. This service offers non-binding advice on legal and ethical correctness of an ad or its campaign before it is launched to the public. This service is absolutely confidential.	<b>FREE</b> The first 10 copy advice requests of each year. Additional requests will have a cost of 185€	<b>425 €</b>
4. Report elaborated by Autocontrol's Legal Team: - <b>Report or Legal Advertising Report</b> consisting in a detailed analysis of matters related with advertising regulation. <i>Non-binding.</i> - <b>Legal Advertising Audit Report</b> , at the request of advertisers, where the correction of the advertising aired by the advertiser during a specific period of time is globally analyzed from a legal and deontological point of view. <i>Non-binding.</i>	<b>1.275 €</b>	<b>3.600 €</b>
5. <b>Mediations</b> in order to solve a complaint without the Jury intervention.	<b>FREE</b>	<b>1.225 €</b> (each party assumes its)
6. Joining the self-regulation system on the internet, <b>CONFIANZA ONLINE</b> (joining to Code, dispute resolution, use the CONFIANZA ONLINE seal...)	<b>FREE</b>	Price according to approved rates (please consult <a href="http://www.confianzaonline.org">www.confianzaonline.org</a> )
7. <b>Certificate as a member of the self-regulation system.</b>	<b>FREE</b>	Not available
8. <b>Corporate Social Responsibility Certificate</b> , with official recognition in order to be included in the company's annual report or any other general report.	<b>FREE</b>	Not available
9. Members will benefit from discounts (between 25% and 50%) in <b>Seminars and Conferences</b> organized by Autocontrol.		

## Autocontrol's Advertising Jury Interventions

Services	Members	Non-Members
10. <b>Arbitration:</b> Adjudication on complaints submitted by both parts in conflict under the arbitration law.	50% of the established arbitration fee in Chamber Madrid Commerce	Established arbitration fee in Chamber Madrid Commerce
11. <b>Complaint Handling:</b> before the corresponding Section of the Advertising Jury, against an advertisement aired by an advertiser. (*) (**)	<b>FREE</b>	<b>2.400 €</b> (Except in Agreements)
12. <b>Appeals Handling Resolution:</b> before the Advertising Jury, against Section resolutions. (*)	<b>FREE</b>	<b>1.800 €</b> (Except in Agreements)
13. <b>Appeal</b> before the Jury against a <b>Copy Advice</b> content.	<b>385 €</b>	<b>650 €</b>
14. <b>Appeal</b> before the Jury against a <b>Pre-Clearance Report</b> .	<b>385 €</b>	<b>650 €</b>

(\*) This fee should be paid by whoever is presenting the complaint or appeal.

(\*\*) Since January 1st 2011, the JURY controls the application of the following codes: TV Advertising (AEA), CONFIANZA ONLINE, National Association of Pharmaceutical Advertising Specialties (ANEPF), Toy Advertising (AEFJ), Brand Protection Advertising (ANDEMA), Self-regulation in Market Research and Public Opinion (ANEIMO), Beer Advertising (Cerveceros de España), Food and Drink Advertising directed to child (FIAB), Videogame Advertising (ADESE), Alcohol Drinks Advertising (FEBE), Health Technology Advertising (FENIN), Nutrition and Product Advertising (AENE), FARMAINDUSTRIA, Wine Advertising (FEV), and Environmental Claims.

This information is permanently being updated in Autocontrol's web page <http://www.autocontrol.es>