



RATES 2021

These rates will come into effect on January 1, 2021.
The corresponding VAT will be applied to the indicated prices.

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FEEES

MEMBERSHIP FEES 2021

According to the agreement of the Board of Directors on December 3, 2020, the social quotas for 2021 are the following:

ADVERTISERS

Membership fee will be calculated according to the advertising spend of the last year.

GROUP	RANGE (€)	AMOUNT (€)	QUOTA OF FREE* QUOTE OF QUERIES AND/OR COPY ADVICE®
S	Hasta 10,000	390	2
R	10,000 a 150,000	840	4
Q	150,001 a 300,000	1,110	5
P	300,001 a 450,000	1,665	8
O	450,001 a 600,000	2,345	12
N	600,001 a 1,200,000	2,830	14
M	1,200,001 a 1,800,000	4,135	21
L	1,800,001 a 6,010,000	5,235	26
K	6,010,001 a 18,030,000	6,060	31
J	18,030,001 a 30,050,000	7,155	36
I	30,050,001 a 42,000,000	7,975	41
H	42,000,001 a 55,000,000	9,110	46
G	55,000,001 a 75,000,000	10,255	51
F	75,000,001 a 95,000,000	11,395	56
E	95,000,001 a 115,000,000	12,540	63
D	115,000,001 a 135,000,000	13,665	68
C	135,000,001 a 160,000,000	14,825	74
B	160,000,001 a 200,000,000	15,940	81
A	200,000,001 and above	17,075	86

AGENCIES AND COMPANIES THAT PROVIDE OTHER SERVICES RELATED TO COMMERCIAL COMMUNICATIONS

Membership fee will be calculated according to the gross income of the last year.

GROUP	RANGE (€)	AMOUNT (€)	QUOTA OF FREE* QUOTE OF QUERIES AND/OR COPY ADVICE®
I	Hasta 75,000	390	2
H	75,001 a 600,000	840	6
G	600,001 a 1,200,000	1,340	10
F	1,200,001 a 3,000,000	2,065	15
E	3,000,001 a 5,000,000	3,035	22
D	5,000,001 a 7,000,000	4,135	29
C	7,000,001 a 10,000,000	5,695	41
B	10,000,001 a 12,000,000	6,840	49
A	12,000,001 and above	7,975	56

- Copy Advice® requests made by partner agencies regarding advertisements from partner advertisers will be attributed, until their quota is exhausted and if they have their authorization, to the associated advertiser; if this has been exhausted, they will be charged to the associated agency's quota; once this is exhausted, the general rate will apply. Copy Advice® requests made by partner agencies on ads from non-associated advertisers will have a price of 350 € (VAT not included).

MEDIA

Membership fee will be calculated according to the advertising revenue for the last year.

GROUP	RANGE (€)	AMOUNT (€)	QUOTA OF FREE* QUOTE OF QUERIES AND/OR COPY ADVICE®
O	Hasta 75,000	390	2
N	75,001 a 600,000	840	5
M	600,001 a 1,200,000	1,340	7
L	1,200,001 a 6,000,000	2,345	12
K	6,000,001 a 10,000,000	3,605	18
J	10,000,001 a 20,000,000	4,685	23
I	20,000,001 a 50,000,000	5,510	27
H	50,000,001 a 100,000,000	6,320	31
G	100,000,001 a 150,000,000	7,155	36
F	150,000,001 a 250,000,000	12,000	45
E	250,000,001 a 350,000,000	20,000	90
D	350,000,001 a 450,000,000	50,000	180
C	450,000,001 a 600,000,000	100,000	315
B	600,000,001 a 1,000,000,000	150,000	495
A	1,000,000,001 and above	250,000	540

- For the purposes of fees and rates, influencers will be considered media. Influencers with up to 20,000 followers on platforms where they generate income will be included in group O, with up to 100,000 followers in N, with up to 500,000 followers in M, up to 1 million in L, up to 5 million in K, up to 10 million in J and more than 10 million in I.
- The Copy Advice® requested by Television Operators adhered to the AUTOCONTROL-TV's Agreement will be deducted from the free membership quota, established according to their social quota. In particular, Copy Advice® for television advertising will be discounted from the quota in proportion to the price of the Copy Advice® Express compared to the Copy Advice®.

PROFESSIONAL ASSOCIATIONS

Membership fee will be calculated based on 1% of your income from quotas for the last year, from a minimum of 845 € and up to a maximum of 3,825 € from the last year.

GROUP	AMOUNT (€)	QUOTA OF FREE* QUOTE OF QUERIES AND/OR COPY ADVICE®
E	845	4
D	1,315	7
C	2,030	11
B	2,970	16
A	3,825	21

SERVICES

INTEGRATED SERVICES FOR AUTOCONTROL MEMBERS

If you are a member of AUTOCONTROL you have free access to:

SUBSCRIPTION TO OUR PUBLICATIONS

To keep up-to-date with all the latest on regulation and self-regulation of commercial communications in Spain, you have:

- Access a to the resolutions of the Advertising Jury data base.
- Sending and disposing of the repository of the AUTOCONTROL Magazine and the AUTOCONTROL @Informa Bulletin, the latter not available to non-members.

Non-member

205 €

ADHERENCE TO CONFIANZA ONLINE

By being a member of AUTOCONTROL you can request adherence to the Online Trust Code and the use of the Online Trust Seal on your website, free of charge.



Non-member

Cost according to rates in www.confianzaonline.es

ADHERENCE TO THE CODE OF CONDUCT FOR DATA PROTECTION IN THE ADVERTISING ACTIVITY

As a member of AUTOCONTROL, you can apply for free membership to the Code of Conduct for the processing of data in the advertising activity of AUTOCONTROL, approved and supervised by the Spanish Data Protection Authority.

Non-member

Equal amount to the appropriate social contribution

CERTIFICATE OF ADHERENCE TO THE ADVERTISING SELF-REGULATION SYSTEM

As a member of the advertising self-regulation system, we will provide you, on request, with your certification. With it you can also make use of the AUTOCONTROL logo on your website and corporate materials.

Non-member

Not available

ANNUAL CERTIFICATE OF CSR

In order to contribute to accredit the commitment of the entities associated with AUTOCONTROL in the field of Corporate Social Responsibility (CSR), we issue annually to our partners a CSR certificate that makes it possible to highlight in its Annual CSR Report or Sustainability Report, that your company assumes the ethical commitment to exercise responsibly the freedom of commercial communication, participating in the Spanish system of advertising self-regulation.

Non-member

Not available



DISCAUNT ON OUR TRAINING ACTIVITIES

In addition, as a member of AUTOCONTROL you have discounts on the training activities organized by the Association.

If you are not a member of AUTOCONTROL and **want to know the benefits and advantages of joining the group of companies especially committed to responsible advertising**, please contact us in.

atencion.socio@autocontrol.es

PRIOR ADVERTISING ADVICE

COPY ADVICE®

Previous confidential consultation prepared by the Technical Office of AUTOCONTROL, on the legality and deontological correctness of projects of own announcements or to broadcast by the own media before its dissemination. Non-binding (except for sectoral conventions or codes where provided for).

Delivery period: The average delivery time of the Copy Advice' report is, in general terms, 3 business days.

Member	Non-member
No cost, until in conjunction with the requests for Ethical Consultations, the free quota provided for the tranche corresponding to the social quota of each partner is exceeded (see table Social Quotas 2021). In this case, the Copy Advice® will cost 97 €.	725 €

COPY ADVICE® COMPLEX

Copy Advice® about advertising of the following products:

- Real State loans.
- Labelling of foodstuffs.
- Medical devices and medicinal products where advertising is directed at professionals.

Delivery period: The average delivery time for the Copy Advice® Complex report is generally 5 business days. It is not possible to request Copy Advice® Express on this type of commercial communications.

Member	Non-member
151 €	1,450 €

COPY ADVICE® EXPRESS

- Requests for Copy Advice® Express will not be accepted in relation to advertising materials of great length or long duration, nor between August 1 and 31.
- You cannot request more than two Copy Advice® Express per week or more than five per month.
- This service is subject to the availability of the AUTOCONTROL Technical Office.
- If after the issuance of a negative Copy Advice® Express, the applicant wishes to request a new Copy Advice®, they must indicate in the new request if they want it Express or normal (applying the corresponding rate).

Delivery period: It will be delivered within the business day following the request (which must be made before 1:00 p.m.) or the one in which the documentation and precise information have been delivered for its preparation.

Member	Non-member
610 €	1,220 €
	Price for Copy Advice® Express requested by non-associated or referred to a non-associated advertiser.

COPY ADVICE® INVESTMENT

Copy Advice® on products, services or advertising supervised by the National Securities Market Commission (CNMV).

Delivery period: The average delivery time for the Investment Copy Advice® report is, in general terms, up to 7 business days. It is not possible to request Copy Advice® Express on this type of commercial communications.

Member	Non-member
151 €	1,450 €

PRIOR ADVERTISING ADVICE

COPY ADVICE® FOR THE UPDATING OF FINANCIAL INDICES IN DIGITAL MEDIA

Copy Advice® related exclusively to the review of the information related to the benchmark index and the calculation of the Variable APR (including its representative example). The requirements to request this service are:

- Existence of a previous positive Copy Advice® for a digital broadcast medium.
- Publication of a new benchmark that affects the information contained in advertising.
- Inform AUTOCONTROL that:
 - Reference number of the previous Copy Advice®.
 - The changes to the information to be made, which may be exclusively referred to the benchmark, the APR and its representative example. That is, the advertising piece would not be sent again, only the new economic data to validate.

Delivery Period: The delivery period for the report is the business day following your request, except for massive requests by the same entity if it is made before 1:00 p.m.

Member	Non-member
97 €	Not available



INFORMATION TO TAKE INTO ACCOUNT WHEN REQUESTING ANY TYPE OF COPY ADVICE®

- ▶ **Moment in which the issuance period begins to count:** From the business day following receipt of the request or, where appropriate, of the documentation or information necessary for its preparation.
- ▶ **Request for a very high number of Copy Advice® by the same partner:** They will be issued as soon as possible on consecutive days from the issuance of the first scheduled Copy Advice®.
- ▶ **The computation factor (CMX) in advertising pieces of special length or duration:** The following will be taken into account in relation to the computation of Copy Advice®:
 - **Audiovisual commercial communications:**
 - Duration of up to 60": a Copy Advice® will be computed.
 - Duration greater than 60": an additional Copy Advice® will be computed for each section of up to 60" that exceeds the first minute.
 - **Advertising on web pages:** the rates will be determined in each case based on its complexity or extension.
 - **Catalogues or similar:** one Copy Advice® will be computed for every 4 pages of the catalogue.
- ▶ **Cancellations of services:** Exceptionally, a Copy Advice® request can be cancelled as long as the cancellation occurs on the same day as the request.
- ▶ **Copy Advice® of financial advertising requested by a media:** The conformity of the announcements with the special regulations governing banking products or services, investment products or services and insurance will be examined when the Copy Advice® or other services are requested by the advertising owner advertiser (or its agency).

PRIOR ADVERTISING ADVICE

ETHICS CONSULTATIONS

Advice provided by the AUTOCONTROL Technical Office in a verbal way to resolve any doubt related to the regulation or self-regulation of advertising or with the interpretation thereof. It does not include the analysis of specific advertising campaigns that is provided through the Copy Advice® service.

Member	Non-member
No cost, until in conjunction with the requests for Prior Consultation (Copy Advice®), the free quota provided for the tranche corresponding to the social quota of each partner is exceeded (see table Social Quotas 2021). In this case, the Copy Advice® will cost 97 €.	445 €

ADVERTISING CAMPAIGNS OR WEBS CONSULTING

Consulting to analyse complex problems or guide the development of advertising campaigns or websites. This service is provided by AUTOCONTROL's technical staff through videoconference or personally at our facilities, with a duration of up to 45 minutes. The object of the consultancy will be about:

- A future advertising campaign or website. The purpose is to be able to share with AUTOCONTROL, before preparing an advertising campaign or a web page, general doubts, application of regulations, regulation of the product or service, focus, etc.
- And/or analysis of possible solutions to complex problems detected in proposals for advertising pieces.

The service will be subject to availability of technical staff. The analysis of specific proposals for advertising projects, which must be requested through the Copy Advice® service and the advice of a party against third parties, are excluded.

Member	Non-member
From 450 €	Not available

AUTOCONTROL - FENIN SEAL

Certificate granted by Fenin (Spanish Federation of Sanitary Technology Companies) and AUTOCONTROL that allows, upon request, the use of the AUTOCONTROL-Fenin seal for the specific ad that has obtained Copy Advice® positive.

These rates include a single Copy Advice®. If the Copy Advice® issued by AUTOCONTROL to obtain the seal is negative or with modifications, it will be necessary to request a new Copy Advice® paying its price, where applicable, according to the rates established by AUTOCONTROL for this service.

- Advertising aimed at professionals will be considered Copy Advice® Complex and will therefore suffer an increase of 50 € in each of the following rates, except the fourth, whose rate will be 1,000 €.
- The review period shall be determined piece by piece in the case of complex parts.



AUTOCONTROL and Fenin members	Non-member AUTOCONTROL and member Fenin
129 €	290 €
AUTOCONTROL member and non-member Fenin	Non AUTOCONTROL member and non Fenin member
290 €	754 €

DATA PROTECTION AND PRIVACY ADVICE

COOKIE ADVICE®

Technical and legal consultancy of cookies consisting both in the analysis of cookies and data storage and recovery devices and in the legal review of the compliance to the applicable regulations.

Member	Non-member
862 €	1,725 €

DATA ADVICE®

Advice on compliance with data protection regulations, in particular on compliance and adaptation of the General Data Protection Regulation. AUTOCONTROL does not carry out impact assessments nor does it offer the service of data protection officer. The service may refer to, among others:

- Analysis and adaptation of information and consent clauses.
- Advice in determining whether an impact assessment is needed and, where appropriate, legal assistance in the assessment process.
- Advice on the management and care of data protection rights of data subjects, including review of procedures.
- Advice on other data protection issues (registration of processing activities, contracts with processors, notification of security breaches, etc.).
- Training.

Member	Non-member
From 500 €	From 995 €

Member	Non-member
From 1,150 €	From 2,305 €

Member	Non-member
From 230 €	From 475 €

Member	Non-member
To be determined on request	

Member	Non-member
To be determined on request	

WEB ADVICE® ON DATA PROTECTION

Analysis of compliance with data protection regulations on websites, consisting of the review of data protection clauses on the website (excluding cookies policy). If requested next to the report on advertising content on the website, a discount will be made on the joint price.

Member	Non-member
From 550 €	From 1,150 €

CONSULTATIONS ON DATA PROTECTION

Asesoramiento prestado por el Departamento Digital de AUTOCONTROL atendida telefónicamente, para resolver dudas generales relacionadas con la privacidad y protección de datos en la actividad publicitaria.

Member	Non-member
No cost, until in conjunction with the requests for Prior Consultation (Copy Advice®), the free quota provided for the tranche corresponding to the social quota of each partner is exceeded (see table Social Quotas 2021). In this case, the consultation will cost 97 €.	Not available

OTHER SERVICES

WEB ADVICE® OF ADVERTISING CONTENT

Detailed analysis of the deontological correctness of the advertising contents on the website exclusively submitted to analysis. If requested next to the report on the Web Advice® Data Protection, a discount will be made on the joint price.

Member

From 2,095 €

Non-member

From 4,915 €

The final price will depend on the complexity and extent of the website to be analysed.



COMPLAINTS

HANDLING OF ADVERTISING COMPLAINTS

Processing of claims before the relevant Jury Section against the publicity of an entity submitted to the Advertising Jury.

Member vs. Member

272 €

Once the quota of free procedures has been exceeded. See quota table, next page.

The Jury will determine in its Resolutions which part or parts will bear this cost, which will be divided between the two parties in case of partial estimation, mediation, or partial acceptance of the claim with dismissal or partial estimation of those extremes of the claim that have not been accepted.

Member vs. Non-member

272 €

Once the quota of free procedures has been exceeded and on behalf of the claimant. See quota table, next page.

Partner claimed by the Administration, consumer or any other person or entity exempt from payment

- **Free if they are rejected** by the Advertising Jury or the claim has been accepted (art 13.2 of the Rules of the Jury).
- 272 €
Once the quota of free procedures has been exceeded, if they are estimated (totally or partially) or managed through mediation. See quota table, next page.

Non-member

3,105 €

Except agreements

APPEAL PROCEDURE

Processing of appeals before the Full Jury against the decisions of the Sections.

Member vs. Member

272 €

The Jury will determine in its Resolutions which part or parts will bear this cost, which will be divided between the two parties in case of partial estimation, mediation, or partial acceptance of the claim with dismissal or partial estimation of those extremes of the claim that have not been accepted.

Member vs. Non-member

272 €

Partner claimed by the Administration, consumer or any other person or entity exempt from payment

136 €

In the event of costs being imposed by the Jury.

Non-member

2,335 €

Except agreements

APPEAL TO THE JURY AGAINST THE CONTENT OF A COPY ADVICE®

Member

272 €

Non-member

850 €

COMPLAINTS

OPINION PROCEEDINGS

The drafting of the opinion pursuant to Rule 46. 3.c) of the Statutes: «*Opinion, expressing its ethical and non-binding opinion, on the correctness of commercial communications made by non-associated third parties, when required by any person with a legitimate interest and those who had refused to participate in the procedure*», for cases in which the Jury must refrain from issuing a Resolution.

Member	Non-member
272 € Once the quota of free procedures has been exceeded. See quota table, below.	3,105 € Except agreements

MEDIATIONS

Mediations that resolve a claim without intervention of the Jury.

Member	Non-member
272 € Once the quota of free procedures has been exceeded. See quota table, below.	1,575 €

DOMINIO .ES RESOLUTION

Out-of-court resolution of disputes in the allocation of ".es" domains.

Member	Non-member
1,400 €	1,400 €

ARBITRATION

Resolution of disputes submitted by affected parties under the Arbitration Law.

Member	Non-member
Arbitration fee established by the Madrid Chamber of Commerce. For AUTOCONTROL members 50% of discount.	

FREE CLAIMS QUOTAS

TYPE	GROUP	QUOTA	TYPE	GROUP	QUOTA
Advertiser	A - B - C - D	4	Agency	A - B	4
Advertiser	E - F - G - H - I	3	Agency	C - D	3
Advertiser	J - K - L - M - N	2	Agency	E - F - G	2
Advertiser	O - P - Q - R - S	1	Agency	H - I	1
Media	A - B - C - D	4	Associations	A	4
Media	E - F - G	3	Associations	B	3
Media	H - I - J - K	2	Associations	C - D	2
Media	L - M - N - O	1	Associations	E	1

COMPLAINTS

HANDLING OF DATA PROTECTION COMPLAINTS

Below we detail the rates for companies adhering to the Code of Conduct for Data Processing in Advertising Activities for the handling of complaints derived from the Code.

Adherence to the Code

Member	Non-member
No cost	Equal amount to the corresponding social contribution, according to the category in which the company is located (advertiser, agency, medium or association).

Administrative fee: administrative management of the complaint, including its management by the DPO without the need for the opening of mediation.

Member	Non-member
25 €	50 €

Management fee for mediation: claims processed through mediation (not applicable if the DPO directly addresses the claim without the need for mediation).

Member	Non-member
125 €, plus administrative fee.	250 €, plus administrative fee.

Jury rate at first instance: complaint managed by the Advertising Jury issued at first instance.

Member	Non-member
272 €, plus administrative fee and in its case, mediation management.	572 €, plus administrative fee and in its case, mediation management.

Handling of appeals: before the Jury (second instance) against a decision in first instance.

Member	Non-member
136 €, plus administrative fee and in its case mediation management, as well as cumulatively, Jury's rate in first instance. Only applicable if the appeal is submitted for the company claimed.	272 €, plus administrative fee and in its case mediation management, as well as cumulatively, Jury's rate in first instance. Only applicable if the appeal is submitted for the company claimed.

Request for compliance reports

Member	Non-member
To be determined according to request.	To be determined according to request.



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