



# RATES 2024

These rates will come into effect on January 1, 2024.  
The corresponding VAT will be applied to the indicated prices.

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### INTEGRATED SERVICES FOR AUTOCONTROL MEMBERS

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- Adherence to Confianza Online
- Adherence to the Code of Conduct for data protection in the advertising activity
- Certificate of adherence to the advertising self-regulation system
- Annual certificate of CSR
- Discount on our training activities

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# FEEES

# MEMBERSHIP FEES 2024

According to the agreement of the Board of Directors on December 12, 2023, the social quotas for 2024 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	435	2
R	10,000 a 150,000	935	3
Q	150,001 a 300,000	1,240	4
P	300,001 a 450,000	1,855	7
O	450,001 a 600,000	2,610	11
N	600,001 a 1,200,000	3,155	12
M	1,200,001 a 1,800,000	4,605	19
L	1,800,001 a 6,010,000	5,835	24
K	6,010,001 a 18,030,000	6,750	29
J	18,030,001 a 30,050,000	7,970	34
I	30,050,001 a 42,000,000	8,885	39
H	42,000,001 a 55,000,000	10,150	44
G	55,000,001 a 75,000,000	11,430	49
F	75,000,001 a 95,000,000	12,695	54
E	95,000,001 a 115,000,000	13,970	60
D	115,000,001 a 135,000,000	15,225	65
C	135,000,001 a 160,000,000	16,520	72
B	160,000,001 a 200,000,000	17,760	78
A	200,000,001 and above	19,030	81

## 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®
P	Hasta 75,000	435	2
O	75,001 a 600,000	935	4
N	600,001 a 1,200,000	1,560	6
M	1,200,001 a 6,000,000	2,610	10
L	6,000,001 a 10,000,000	4,160	16
K	10,000,001 a 20,000,000	5,220	21
J	20,000,001 a 50,000,000	6,240	25
I	50,000,001 a 80,000,000	7,280	40
H	80,000,001 a 125,000,000	8,320	60
G	125,000,001 a 200,000,000	14,040	100
F	200,000,001 a 350,000,000	17,680	300
E	350,000,001 a 450,000,000	31,200	500
D	450,000,001 a 550,000,000	72,800	800
C	550,000,001 a 600,000,000	135,200	1,200
B	600,000,001 a 1,000,000,000	192,400	2,000
A	1,000,000,001 and above	286,000	3,000

- 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.

## 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	435	2
H	75,001 a 600,000	935	6
G	600,001 a 1,200,000	1,495	10
F	1,200,001 a 3,000,000	2,295	15
E	3,000,001 a 5,000,000	3,380	22
D	5,000,001 a 7,000,000	4,605	29
C	7,000,001 a 10,000,000	6,345	41
B	10,000,001 a 12,000,000	7,625	49
A	12,000,001 and above	8,885	56

- Normal 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 390 € (VAT not included). The rest of the modalities of Copy Advice® on advertisements from a non-associated advertiser will be charged according to their corresponding non-associated rates.

## PROFESSIONAL ASSOCIATIONS

Membership fee will be calculated based on 1% of your income from quotas for the last year, from a minimum of 940 € and up to a maximum of 4,265 € from the last year.

GROUP	AMOUNT (€)	QUOTA OF FREE* QUOTE OF QUERIES AND/OR COPY ADVICE®
E	940	4
D	1,465	7
C	2,260	10
B	3,310	14
A	4,265	18

- \*The Express Copy Advice® and other modalities different from the normal Copy Advice® and Copy Advice® Briefing Influencers are not included in the quota of consultations and free Copy Advice®, which will be charged according to their corresponding rates.

# 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

235 €

## 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

## 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](http://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

60% of the appropriate social contribution. 30% if you are a member of an AUTOCONTROL member Association. Both of them without quota of consultations and free Copy Advice® and minimum of 435 €.



## DISCOUNT 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](mailto: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 Copy Advice® Briefing Influencers, Deontological Consultations and Data Protection Consultations, the free quota provided for the tranche corresponding to the social quota of each partner is exceeded (see table Social Quotas 2024). In this case, the Copy Advice® will cost 110 €.	815 €

## 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 subject to additional specific limitations.
- 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
670 €	1,365 €
	Price for Copy Advice® Express requested by non-associated or referred to a non-associated advertiser.

## COPY ADVICE® BRIEFING INFLUENCERS

Copy Advice® that includes the evaluation of the briefing provided by advertisers or agencies to their influencers.

Member	Non-member
No cost, until in conjunction with the requests for Copy Advice®, Deontological Consultations and Data Protection Consultations, the free quota provided for the tranche corresponding to the social quota of each partner is exceeded (see table Social Quotas 2024). In this case, the Copy Advice® Briefing Influencers will cost 110 €.	815 €

# PRIOR ADVERTISING ADVICE

## 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
165 €	1,620 €
Price for Copy Advice® Complex 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
165 €	1,620 €
Price for Copy Advice® Investment requested by non-associated or referred to a non-associated advertiser.	

## 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 deadline for delivery of the report is the working day following your request if it is made before 1:00 p.m. except in the case of mass requests by the same entity.

Member	Non-member
110 €	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. At the express request of the applicant, a preliminary budget could be drawn up; in such a case, the deadlines would begin from the receipt in AUTOCONTROL of the conformity with the it.
- ▶ **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 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:** As a general criterion and whenever possible, a Copy Advice is computed for each scroll that is necessary to visualize the commercial communication/piece in conditions of normal readability for a consumer (zoom approximately 100%).
  - **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® request for financial advertising:** 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, which is provided through dedicated services

Member	Non-member
No cost, until in conjunction with the requests for Copy Advice®, Copy Advice® Briefing Influencers and Data Protection Consultations, the free quota provided for the tranche corresponding to the social quota of each partner is exceeded (see table Social Quotas 2024). In this case, the Ethic Consultation will cost 110 €.	515 €

## 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 520 €	From 1,100 €



# DATA PROTECTION AND PRIVACY ADVICE

## COOKIE ADVICE®

Technical and legal consultancy on cookies, consisting of both the analysis of cookies and data storage and retrieval devices and the legal review of their compliance with the applicable regulations.

Member	Non-member
995 €	2,000 €

## DATA ADVICE®

Advice that provides companies with regulatory data protection compliance support. This service may include the review and drafting of policies, protocols, reports and clauses, among other advisory tools. AUTOCONTROL does not carry out impact assessments nor does it offer the service of data protection officer. The service may refer to, among others:

- Assessment of the data processing to be carried out in order to determine the appropriate lawfulness of processing (consent, legitimate interest (LIA), performance of a contract, etc.).
- Advice on whether a data protection impact assessment is necessary and assistance in the process of risk assessment and, where appropriate, assessment.
- Review or, as the case may be, drafting of privacy policies, assessment of the lawfulness of processing, risk assessment, etc.
- Preparation and review of data processing contracts and evaluation of suppliers in the field of advertising, as well as drafting of standard contractual clauses.
- Adequacy and elaboration of the information clauses addressed to stakeholders.
- Advice on the management and handling of data subjects' data protection rights, including the review and development of the company's internal procedures.
- Advice on other data protection issues (record of processing activities, notification of data security breaches, etc.).
- Data protection and privacy training, both in online courses, webinars, seminars and in-house training.

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 635 €	From 1,270 €

## CONSULTATIONS ON DATA PROTECTION

Advice provided by the AUTOCONTROL's Data Protection and Digital Regulation Department by telephone, to resolve general doubts related to privacy and data protection in the advertising activity.

Member	Non-member
No cost, until in conjunction with the requests for Copy Advice®, Copy Advice® Briefing Influencers and Deontological Consultations, the free quota provided for the tranche corresponding to the social quota of each partner is exceeded (see table Social Quotas 2024). In this case, the Consultation on Data Protection will cost 110 €.	To be determined according to consultation

# 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 2,425 €

### Non-member

From 4,850 €

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

## MONITORING OF COMMERCIAL COMMUNICATIONS

Monitoring of commercial communications regarding own brands issued by the applicant in their own media or channels or through third parties.

### Member

### Non-member

To be determined according to the scope and volume of the activity.



## 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

40 €

Acceptance of the claim by the claimed.

365 €

Mediation or Jury decision.

The Jury shall determine in its Resolutions which party or parties shall bear this cost, which shall be shared between the two parties in the event of partial upkeeping, mediation, partial acceptance of the claim with rejection or partial estimation of the ends of the claim that have not been subject to acceptance.

### Member vs. Non-member

40 €

Acceptance of the claim. At the claimant's expense.

365 €

Mediation or Jury decision, at the claimant's expense.

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

It is deducted from the free quota corresponding to each member (see table of quotas on page 16) and, once this quota is used up, the cost will be:

- In case the result of the claim is total acceptance or rejection:  
40€ at the expense of the claimant.

- In case the result of the claim is an estimation (total or partial) or mediation:

130 €

If the claimant invokes positive Copy Advice® and the following requirements are met:

- That the Jury's decision is based on issues assessed in the Copy Advice® by the Technical Office.
- That in the procedure before the Jury no information, documentation, etc. to which the Technical Office did not have access has been analyzed.

200 €

If the respondent has not invoked positive Copy Advice® for the advertisement complained of.

### Non-member vs. Member or vs. Non-member

1,100 €

Acceptance of the claim. At the claimant's expense.

3,120 €

Mediation or Jury decision, at the claimant's expense.

# COMPLAINTS

## APPEAL PROCEDURE

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

### Appeal by a Member

365 €

Generally at the Member's expense. In the event that both parties to the process are Members, the Jury shall determine in its Resolution which party or parties shall bear this cost, which shall be shared between the two parties in the event of (i) partial acceptance or (ii) partial acceptance of the claim with rejection or partial acceptance of the points of the claim that have not been the object of acceptance.

Free of charge

If the claimant is an Administration, a consumer or any other person or entity exempt from payment.

### Appeal by a Non-member

3,120 €

At expense of this.

## REVIEW OF THE CONTENT OF A COPY ADVICE® BEFORE THE JURY

### Member

365 €

### Non-member

1,040 €

## 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

365 €

### Non-member

3,120 €  
Except agreements

# COMPLAINTS

## MEDIATIONS

Mediations that resolve a claim without intervention of the Jury.

### Member vs. Member

365 €

The Jury shall determine in its decisions which party or parties shall bear this cost, which shall be divided between the two parties in the event of partial upkeeping, mediation, partial acceptance of the complaint with rejection or partial estimation of the ends of the claim which have not been accepted for acceptance.

### Member vs. Non-member

365 €

At the claimant's expense.

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

130 €

If the claimed present positive Copy Advice® that meets the requirements described in the previous section.

200 €

If the claimed doesn't present positive Copy Advice® that meets the requirements described in the previous section.

### Non-member vs. Member or vs. Non-member

3,120 €

At the claimant's expense.

## DOMINIO .ES RESOLUTION

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

### Member

1,400 €

### Non-member

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.

## REQUEST FOR COMPLIANCE REPORTS

### Member

To be determined according to request.

### Non-member

To be determined according to request.

# RECLAMACIONES

## FREE CLAIMS QUOTAS

Each Member will have a free quota of cases for this type of claims, depending on their membership fee.

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 - H	3	Associations	B	3
Media	I - J - K - L	2	Associations	C - D	2
Media	M - N - O - P	1	Associations	E	1







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