



the advertisers' voice...

MEMBERSHIP FORM

The Executive Director Pakistan Advertisers Society Karachi

Dear Sir,

Please accept our organisation as member of the Pakistan Advertisers Society, Karachi.

Our particulars are given below:

1. Name of the Company _____
2. Address with Phone and Fax Nos. _____
3. Nature of Business _____
4. Products/Services _____
5. Name of Chief Executive _____
6. Name of nominee for PAS meeting _____
7. Alternative nominee _____
8. Average advertising expenditure during the previous two financial years (All media including billboards)

We have read the Aims & Objectives, Rules and the attached membership Terms & Conditions of Pakistan Advertisers Society and confirm that we subscribe to these and agree to abide by the rules of the society.

Date: _____

Signature of Chief Executive of Applicant Organisation

AUDITORS CERTIFICATE

We, as the auditors of M/s _____

Confirm that the advertising expenditure declared by our client in Column 8 above is factually correct and in accordance with their accounts of the last two years.

Chartered Accountants: _____

Date: _____

MEMBERSHIP TERMS

1. The membership is for the period of 5 years from the date of signing.
2. At the expiry of the term, the membership will be self-renewed, unless the membership is terminated either by the company or PAS. Termination should be communicated by either parties in writing to the other.
3. If for any reason, the member company decides to resign, the member company will be required to give a one-month notice period to PAS in writing and will be liable to clear all the outstanding dues till the date of resignation.

PAKISTAN ADVERTISERS SOCIETY

Office No. 403, 4th Floor, Clifton Diamond, Behind Chase Up, Block 4, Clifton, Karachi – Pakistan
Tel: +92(21) 3 583 6072-73. Email: membership@pas.org.pk. Website: <http://pas.org.pk>



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TERMS & CONDITIONS

MEMBERSHIP

1. Any company which places advertisements in the print and broadcasting media desiring to be a member of the Society, who subscribes to the Aims and Objects of the Society and agrees to abide by the Bye-laws and rules of the Society may apply for membership on the prescribed form, duly proposed and seconded by two members of the Society and deliver the form to the Secretary. Every application for admission to membership shall be in writing and shall be submitted at the meeting of the Council which shall be held next after the receipt of any such application and if such application is carried the candidate shall be declared elected. Each company once accepted for membership will then nominate its CEO/Director to represent it in the Society and one alternative for such nomination.
2. The membership is for the period of 5 years from the date of signing.

3. In order to determine categories of membership the application for membership should be accompanied by an auditors' certificate showing advertising expenditure. Provided however the Council may also request an applicant to provide certificates of expenditure from advertising agencies. In the event that such information is not provided, the Council shall decide finally on the category of membership. Provided that any mis-declaration in the application form will render the company ineligible for membership or disqualify a member if the mis-declaration is discovered after his being admitted to membership.
4. At the expiry of the term, the membership will be self-renewed, unless the membership is terminated either by the company or PAS. Termination should be communicated by either parties in writing to the other.
5. If for any reason, the member company decides to resign, the member company will be required to give a one-month notice period to PAS in writing and will be liable to clear all the outstanding dues till the date of resignation.

CATEGORIES OF MEMBERSHIP

For the purpose of payment of annual subscription and for voting rights, members shall be divided into the following categories:

- Category A:** Companies which spend an excess of Rs. 100 million annually on advertising in the print and broadcasting media and on commercially exploited billboards.
- Category B:** Companies which spend less than Rs. 100 million annually on advertising in the print and broadcasting media and on commercially exploited billboards.

Advertising expenditure for the purpose of classification into categories of membership will be taken as the average annual expenditure on advertising in the preceding two years.

Categories of membership shall be fixed by the Council. The classification of members will be updated annually on the basis of the above detailed information. The amounts stated herein may be reviewed from time to time by the Council.

JOINING FEE AND ANNUAL SUBSCRIPTION

A joining Fee of Rs. 109,938 + Sales Tax shall be payable by each new entrant at the time of admission to membership.

All Annual Subscription shall be payable on the 1st of July each year. The amount of subscription shall be as follows:

- Category "A" Members – Rs. 478,892 per annum + Sales Tax
Category "B" Members – Rs. 217,678 per annum + Sales Tax

The Fee will be revised yearly by resolution of the Executive Council.

SUSPENSION OF MEMBERS

If, in the opinion of the Council, any member is guilty of conduct prejudicial or contravening the objectives and the interests of the Society, the Council may:

- a. suspend such member for a period not exceeding two years; and/or
- b. terminate his membership

Provided that no disciplinary action will be taken by the Council against any member without issuing him show cause notice and affording him an opportunity of being heard.

Only important objectives and rules relevant to membership have been given above. Complete Objectives and Rules of Pakistan Advertisers Society are given in the Memorandum of Association and Articles of Pakistan Advertisers Society and are available at PAS Secretariat.

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