



Private Bag X2 Greenside 2034

Website: [wwwamf.org.za](http://wwwamf.org.za)

Twitter: AMF\_SA

Banking details: Nedbank Benmore A/C # : 1973029723 Branch code : 197305

### **ADVERTISING MEDIA FORUM 2014/15 MEMBERSHIP APPLICATION FORM**

From 2014 onwards the AMF has decided to move away from a three tiered membership fee system to a system which is based on billings/revenue. We will use AdReview published numbers for gross billings and revenue to invoice your fee. There will no longer be separate fees for each geographical division but rather a single fee per Agency/Consultant. The fee structure is outlined below. If you pay by the 30th of April 2014 you receive 10% discount.

**Please confirm who within your Agency/Agency Group should be sent the invoice for payment.**

#### Media Agencies

Billings	>R3bn	R10 000
Billings	>R1bn	R 7 500
Billings	>R500m	R 5 000
Billings	>R100m	R 3 500
Billings	Under R100m	R 2 500

Consultants R 2 000

#### Creative Agencies

Revenue	>R100m	R10 000
Revenue	>R50m	R 4 000
Revenue	<R50m	R 2 000

*Please note that the Advertising Media Forum is an Association not for gain and is not registered for Value Added Tax. The company registration number is 2002/028336/08.*

**Kindly complete this form and send it back ASAP to Florence Kellerman.** Email: [info@amforum.co.za](mailto:info@amforum.co.za) and the contact number for inquiries: 079 916 7969.

**On the receipt of the application form an invoice will be issued to your company. Please submit application form as soon as possible** Kindly ensure that the form is completed by an individual within the company who is empowered to make this financial commitment.

**Please ensure that the invoice number is quoted as your Agencies reference number on the payment. This is vital so that the correct payments can be linked back. Proof of payment with the corresponding invoice number needs to be submitted to Florence on [info@amforum.co.za](mailto:info@amforum.co.za).**

Membership acceptance will be determined based on the membership criteria detailed in the Articles of Association (visit our website for Criteria: [www.amf.org.za](http://www.amf.org.za)). Please complete the following details for your company and then each representative you would like to put forward (as many as you need):

**MEMBER DETAILS**

Person responsible for payment & then main member within the company	
Company	
VAT Number	
Street Address	
Postal Address	
Code	
Tel (W)	
Cell	
Fax	
Email	
Secretary/Contact	
Member name & email address for communication purposes	Name: E mail: Cell:
Member name & email address for communication purposes	Name: E mail: Cell:
Member name & email address for communication purposes	Name: E mail: Cell:

Member name & email address for communication purposes	Name: E mail: Cell:
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Member name & email address for communication purposes	Name: E mail: Cell:
Member name & email address for communication purposes	Name: E mail: Cell:

**Please add as many members who will receive AMF communication as you need.**

Completed by: \_\_\_\_\_

Date: \_\_\_\_\_