

## MEMBERSHIP APPLICATION: REGIONAL

### A. APPLICATION REQUIREMENTS AND INSTRUCTIONS

1. In order to qualify for ICA Membership an applicant must meet the following criteria:

• Is a communication agency serving at least 3 clients	• In business for at least 2 years
• Is not owned or controlled by either an advertiser or one of the advertising media	• More than 50% of the agency's entire business is outside of Ontario and Quebec
• Ability to satisfy the ICA's financial criteria of: <ul style="list-style-type: none"> <li>▪ Profitability for the past 2 years, and strong retained earnings</li> </ul>	

2. Complete the Member information and application form below, and submit in confidence to the ICA Director of Finance with a copy of the agency's most recent financial statements from the last completed fiscal year end.\*
3. Review and return a signed copy of the Code of Ethics, Practices, and Obligations (CEPO) of ICA Members with the application.
4. Once the application has been received, Membership is reviewed and approval must be sought and secured by the ICA Board of Directors.

### B. MEMBER INFORMATION

<b>Name of Agency:</b>			
<b>Address / City / Postal Code:</b>			
<b>Other Subsidiary / Division Name(s) and City:</b>			
<b>Telephone:</b>		<b>Fax Number:</b>	
<b>Website:</b>			
<b>Chief Executive Officer:</b>		<b>Email Address:</b>	
<b>Date Agency Established:</b>		<b>Number of Full Time Employees:</b>	
<b>Ownership of Agency:</b>			

<b>Principal Accounts:</b>	

<b>Media or Other Accreditation Held:</b>

<b>Names of Officers / Directors / Signing Officers (indicate if not full time employees):</b>

\*This application and all submitted financial and corporate information will be viewed solely by the ICA's Director of Finance and Administration.

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### C. SCHEDULE OF ICA FEES

1. **ANNUAL NET REVENUE\*\*** \$\_\_\_\_\_

Based on net revenue information from the agency's latest fiscal year end prior to June 30<sup>th</sup> of the current year.

**\*\*Net revenue for ICA purposes is defined as:**

All revenues from advertising-related activities such as Advertising, PR, Art/Design, Studios, Direct Marketing, Interactive Sales Promotion, Media Services, Digital, etc. Net Revenue is the revenue remaining to pay any operating expenses and taxes.

2. **FEE CALCULATION (Fees are billed for the period of Sep 1 to Aug 31 annually)\*\*\*** \$\_\_\_\_\_

\*\*\* Note 1: In the case of non-renewal, a 90-day notice period is required. All fees owing will be calculated at the date that written notice has been received.

Net Revenue (\$)	Fee (\$)
< 999,999	4,000
1,000,000 – 1,999,999	5,000
2,000,000 – 4,999,999	7,500
5,000,000 – 7,999,999 +	10,000

### D. SEND COMPLETED APPLICATION AND REQUIRED INFORMATION, IN TRUST, TO:

**Email:**

[ncorcoran@icacanada.ca](mailto:ncorcoran@icacanada.ca)

**Mail:**

Noreen Corcoran  
Director, Finance and Administration  
Institute of Communication Agencies  
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Toronto, ON M4P 1E4