



MEMBERSHIP APPLICATION: ONTARIO & QUEBEC

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	• Ability to satisfy the ICA's financial criteria of: <ul style="list-style-type: none">▪ Profitability for the past 2 years, and;▪ Strong retained earnings

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

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

Principal Accounts:	

Media or Other Accreditation Held:

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

*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 30th 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: AAPQ discount of 15% will apply for those agencies with both Ontario and Quebec locations.

***Note 2: 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.

D.

Net Revenue (\$)	Regular Fee (\$)
< 999,999	5,600
1,000,000 – 1,499,999	6,600
1,500,000 – 2,499,999	9,200
2,500,000 – 3,499,999	12,300
3,500,000 – 5,499,999	13,800
5,500,000 – 8,499,999	17,400
8,500,000 – 11,499,999	20,500
11,500,000 – 14,999,999	24,000
15,000,000 – 18,499,999	26,600
18,500,000 – 22,499,999	30,200
22,500,000 – 27,499,999	34,300
27,500,000 – 30,499,999	36,300
30,500,000 – 34,999,999	42,500
35,000,000 – 39,999,999	46,100
40,000,000 – 44,999,999	49,200
45,000,000 – 49,999,999	55,300
50,000,000+	56,300

E.

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

Email:

ncorcoran@icacanada.ca

Mail:

Noreen Corcoran
Director, Finance and Administration
Institute of Communication Agencies
2300 Yonge Street
Suite 3002, Box 2350
Toronto, ON M4P 1E4