

# **ACCREDITATION**

## **APPLICATION**

### **FORMS**

Application information.

Please contact the Wellington office directly for all application information.

Phone + 64 4 472 6223

## APPLICATION FORM

### NOTES:

This form must be completed in detail and returned to the PMAA Office.  
(P O Box 1066, WELLINGTON).

**SECTION "A"** deals with the constitution of the applicant, interests of shareholders, directors and employees, staffing arrangements etc and should be completed in as much detail as possible. To this section should be attached those attachments specified at the end of Section "A".

**SECTION "B"** must show your actual advertising placement for twelve months.

**SECTION "C"** must show all current advertiser clients.

**APPENDIX "A"** lists all Newspaper Publishers' Association (NPA) members.

**APPENDIX "B"** lists all Magazine Publishers' Association (MPA) members.

Details of business not yet placed must be given in a separate note attached at the end of the application.

Use separate sheets if space in this Application Form is insufficient.

**THE NEWSPAPER PUBLISHERS' ASSOCIATION OF NEW ZEALAND (INC) AND THE  
MAGAZINE PUBLISHERS' ASSOCIATION OF NEW ZEALAND (INC)**

## APPLICATION FOR ACCREDITATION

To: **The Newspaper Publishers' Association of New Zealand Incorporated and the Magazine Publishers' Association of New Zealand Incorporated**

\_\_\_\_\_ being a  
(Name of applicant advertising agency)

Partnership/Company located at:

\_\_\_\_\_  
(Place of business)

**HEREBY APPLIES** for a Certificate of Accreditation to be issued in accordance with the Conditions of Application for Accreditation and the Rules of Accreditation for the year ending 30 June 20\_\_\_\_.

**AND HEREBY ACKNOWLEDGES** that it has been supplied with a copy of the Conditions of Application for Accreditation and Reaccreditation of Advertising Agencies and the Rules of Accreditation issued by the Newspaper Publishers' Association of New Zealand Incorporated and the Magazine Publishers' Association of New Zealand Incorporated.

**AND HEREBY UNDERTAKES AND AGREES** that if and so long as it is accredited as an advertising agent thereunder it will comply with and be bound by the provisions of the Conditions of Application for Accreditation and Reaccreditation and Rules and any properly authorised amendments which are made to them and will comply with and be bound by any decisions by the Associations which are not inconsistent with those Conditions and Rules.

**AND HEREBY CERTIFIES**

- (i) that where the applicant is a company the issued and fully paid capital of the company is, and will be maintained at a minimum of \$50,000.00 and
- (ii) that a ratio of a minimum of \$1.25 of tangible assets for each \$1.00 of liabilities currently exists and will be maintained.

**DATED** at \_\_\_\_\_ this \_\_\_\_\_ 20\_\_\_\_

**SIGNED** by \_\_\_\_\_ )

)  
)  
(being the current principals/partners )  
of the Applicant Advertising Agency )  
in the presence of: )

Where applicant is a company: )  
\_\_\_\_\_ Limited )  
Company Name )

By )  
\_\_\_\_\_ )  
Director )

\_\_\_\_\_ )  
Director )

**NB:** If the application is executed by any other method (including signing by only one director when the Company is incorporated under the Companies Act 1993 with only one director) the signatures of those signing on behalf of the Company must be witnessed.

I, \_\_\_\_\_ hereby certify that the information contained  
(name of principal/officer of applicant)  
in sections 'A' and 'B' and 'C' of this application is true and correct.

**DATED** 20

**SIGNED** by )  
)  
\_\_\_\_\_ )  
(Name)

(State whether partner, director or )  
secretary) in the presence of )

## SECTION A

Name of Firm:  
(where applicant is a partnership)

Registered Name of Applicant Advertising Agency:  
(where applicant is a company)

Registered at:

Date of Registration:

Street address of applicant:

Postal address of applicant:

Information to accompany applications as required by condition 3 of the Conditions of Application for Accreditation:

### **PART 1 - Constitution of the Applicant Advertising Agency**

The information required in this question will be governed by whether the business is constituted as a partnership or as a company.

- (i) The names, addresses, occupations and business history of the partners or of the directors or any proposed directors of the applicant advertising agency:

- (ii) The names and business history of principal shareholders of the applicant and the amount of their shareholding:  
**(Where any principal shareholder is not the beneficial owner of the shares registered in its name include the name of each person having either a direct or indirect beneficial interest in those shares.)**

The names of any shareholders of the applicant not actively engaged in the business of the applicant agency:

Where any of the shares of the applicant are subject to a lien, mortgage or transfer in favour of a person or persons not actively engaged in the applicant agency, give details:

## **PART 2 - Financial Details of the Applicant Advertising Agency**

- (i) The name of the bank of the applicant:
  
- (ii) The name of the auditors of the applicant:
  
- (iii) Detail any shareholding held by the applicant in any advertising media except for shareholding in public companies:
  
  
  
  
  
  
  
  
  
  
- (iv) Has the applicant or any employee of the applicant any financial interest direct or indirect **except** as a shareholder in a public newspaper or magazine company, in the publication of newspapers or periodicals or in any other business or enterprise competitive with the business of member newspapers or magazines as advertising media:
  
  
  
  
  
  
  
  
  
  
- (v) Is the applicant, or any employee of the applicant employed by any advertiser, or by any member of the NPA or MPA for salary, commission, retaining fee or any other remuneration:
  
  
  
  
  
  
  
  
  
  
- (vi) Does any advertiser, or member of the NPA or MPA directly or indirectly hold any financial or other interest in the applicant:





- (iv) Provide evidence that the applicant advertising agency has the proper facilities to act as an agent for advertiser clients:  
**(Here include details of services which can be offered to advertiser clients including office facilities and equipment.)**
- (v) Provide details of staff training:  
**(in particular in relation to relevant legislation, regulation and industry rulings including the codes of the Advertising Standards Authority, access to research, media booking skills, media campaign planning and placement of advertising.)**
- (vi) Applicant's ability to promote new advertising in member newspapers and magazines.

**PART 4 - Advertiser Clients**

(i) Outline the services offered by the applicant advertising agency to its advertiser clients.

(ii) Provide details of any place through arrangements where applicable.

(iii) Provide a list of the advertising clients of the applicant advertising agency.

## **PLEASE ATTACH**

1. (i) Balance Sheet and Profit & Loss Accounts for previous two years
- (ii) Balance Sheet and Profit & Loss Accounts for period from last financial year.

**(Both of these to be prepared in accordance with the standards of the NZ Society of Accountants and signed by the Principal Executive of the Applicant Advertising Agency.)**

2. Two business references.
3. The completed forms attached as Section B.
4. A list of the clients of the applicant advertising agency in the form attached as Section C.

## **NOTE**

1. The PMAA may call for any such further information as it deems desirable for the purpose of enabling it to decide whether to grant this application.
2. If this application is declined the applicant may seek a review of that decision by written application to the PMAA within fourteen (14) days after the date of notice that this application has been declined.

For 12 months ended:

**BUSINESS AT PRESENT BEING PLACED WITH MEDIA BY THE APPLICANT**

If being placed through an accredited agent, state name of agent

ADVERTISER	PRINT				ELECTRONIC		MEDIA PROD. \$	PRINTING & DIRECT MAIL \$	MISC \$	TOTAL \$
	NPA \$	NON NPA \$	MPA \$	NON MPA \$	RADIO \$	TV \$				
<b>TOTALS:</b>										

Actual placings for the 12 months ended:

**NATIONAL BUSINESS TAKEN OVER FROM AN ACCREDITED AGENT**

ADVERTISER	PRINT				ELECTRONIC		MISC \$	NAME OF PREVIOUS AGENT
	NPA \$	NON NPA \$	MPA \$	NON MPA \$	RADIO \$	TV \$		
<b>TOTALS:</b>								

Actual placings for the 12 months ended:



**SUMMARY OF SECTION B**

	PRINT				ELECTRONIC		PROD. & MISC \$	TOTAL \$	COMMENTS
	NPA \$	NON NPA \$	MPA \$	NON MPA \$	RADIO \$	TV \$			
New National Business									
National Business taken over from another agency									
New Retail Business									
Retail Business Taken over from Another agency									
<b>TOTALS:</b>									

N.B. The Total of this page should reconcile with accounts supplied.

Go to next page.



Additional notes as you may see applicable.