



Membership Form *(mandatory)

Company*:..... VAT Number* :.....

Brands represented:.....

Address*:.....

City*:..... Zip Code*:..... Province*:..... Country*:.....

Telephone*:..... Fax:..... Web Page*:.....

Company positions:

President / Managing Director*:..... e-mail*:.....

Sales Manager / Marketing Director*:..... e-mail*:.....

Legal Director*:..... e-mail*:.....

Corporate Social Responsibility Director*:..... e-mail*:.....

Other:..... e-mail*:.....

Representative before AUTOCONTROL:

Name*:..... Company Position*:.....

e-mail*:..... Telephone*:..... /

Address (If it isn't the same as above):

Authorized to request services to AUTOCONTROL:

Name*:..... Company Position*:.....

e-mail*:..... Telephone*:..... /

Authorized to request services to AUTOCONTROL:

Name*:..... Company Position*:.....

e-mail*:..... Telephone*:..... /

Authorized to request services to AUTOCONTROL: (To authorize more people, write them on a separate page and attach to this form)

Name*:..... Company Position*:.....

e-mail*:..... Telephone*:..... /

According to the classification indicated below, the corresponding fee is**:

- A B C D E F G H I J K L M N O P Q R S

As: Advertiser Agency Media Association

In on the of of 2017
(city) (day) (month)

The annual quota of free copy advice will be paid by:

Check under the name of "Asociación para la Autorregulación de la Comunicación Comercial".

Bank transfer to BANCO SANTANDER (BSCH).
C/ Conde de Peñalver, 46 - 28006 MADRID.
IBAN: ES06 0049 5103 7420 1656 3263
SWI FT/BIC: BSCH ESMM

The company declares to be aware and to accept the Rules of AUTOCONTROL, the Code of Conduct and the Rules of the Jury.
(Signature of a person acting on behalf of the company and company seal)
Name:
Company Position:

In accordance with the provisions of personal data protection rules, we inform you that your data has been gathered by the "Asociación para la Autorregulación de la Comunicación Comercial - AUTOCONTROL" for its processing as File Manager, for the purpose of maintaining the relationship and managing the ordinary activities of AUTOCONTROL with its members.

If you mark this box you will not receive commercial communications including information on our seminars and events.

If you wish so, you may exercise your rights to access, rectify, cancel or oppose sending a message in writing to AUTOCONTROL (Ref. DATA) to Calle Príncipe de Vergara 109, 5th floor, 28002 Madrid, Spain or to the e-mail address autocontrol@autocontrol.es indicating what is your request and attaching a copy of your Personal Identification.

**2017 Membership Fees

According to the agreement reached by the Board of Directors on December 15th, 2016, the fees for 2017 will be the following:

ADVERTISER

Criteria: Advertising spending (according to data from last year)

GROUP	RANGE €	AMOUNT €	QUOTA OF FREE COPY ADVICE
S	Up to 10,000	365	2
R	10,000 to 150,000	799	6
Q	150,000 to 300,000	1,060	8
P	300,000 to 450,000	1,590	12
O	450,000 to 600,000	2,230	17
N	600,000 to 1,200,000	2,690	20
M	1,200,000 to 1,800,000	3,935	29
L	1,800,000 to 6,010,000	4,985	38
K	6,010,000 to 18,030,000	5,770	43
J	18,030,000 to 30,050,000	6,810	51
I	30,050,000 to 42,000,000	7,590	56
H	42,000,000 to 55,000,000	8,670	65
G	55,000,000 to 75,000,000	9,755	73
F	75,000,000 to 95,000,000	10,845	81
E	95,000,000 to 115,000,000	11,930	89
D	115,000,000 to 135,000,000	13,005	97
C	135,000,000 to 160,000,000	14,105	105
B	160,000,000 to 200,000,000	15,165	113
A	200,000,000 and above	16,250	121

PROFESSIONAL ASSOCIATIONS

1% of their income, with fees from a maximum of 3,625€ and a minimum of 799€

GROUP	Amount €	QUOTA OF FREE COPY ADVICE
E	799	6
D	up to 1,245	10
C	up to 1,920	15
B	up to 2,810	22
A	up to 3,625	27

MEDIA

Criteria: Advertising income

GROUP	RANGE €	AMOUNT €	QUOTA OF FREE COPY ADVICE
M	Up to 75,000	365	2
L	75,000 to 600,000	799	6
K	600,000 to 1,200,000	1,275	10
J	1,200,000 to 6,000,000	2,230	17
I	6,000,000 to 10,000,000	3,430	26
H	10,000,000 to 20,000,000	4,460	34
G	20,000,000 to 50,000,000	5,245	39
F	50,000,000 to 100,000,000	6,010	45
E	100,000,000 to 150,000,000	6,810	51
D	150,000,000 to 200,000,000	7,590	56
C	200,000,000 to 350,000,000	8,510	64
B	350,000,000 to 500,000,000	9,225	69
A	500,000,000 and above	9,755	73

AGENCIES AND COMPANIES THAT PROVIDE OTHER SERVICES TO COMMERCIAL COMMUNICATION

Criteria: Gross Income

GROUP	RANGE €	AMOUNT €	QUOTA OF FREE COPY ADVICE
I	Up to 75,000	365	2
H	75,000 to 600,000	799	6
G	600,000 to 1,200,000	1,275	10
F	1,200,000 to 3,000,000	1,965	15
E	3,000,000 to 5,000,000	2,885	22
D	5,000,000 to 7,000,000	3,935	29
C	7,000,000 to 10,000,000	5,420	41
B	10,000,000 to 12,000,000	6,505	49
A	12,000,000 and above	7,590	56

2017 Fees for complaints resolution

	First instance claim resolution procedure before the Jury (solved by mediation or by a Jury adjudication)	Appeals procedure before the plenary session of the Jury (second instance) against adjudications of the Sections	Appeals procedure before the Jury against the content of a Copy Advice® report																																																						
Non-member	2,960€	2,225€	810€																																																						
<p>Member vs. Member 260€ (the Jury shall determine in its rulings what party or parties will pay this cost, which will be divided between both parties when a case is upheld in part or when there's a mediation).</p> <p>Member vs. Non-member 260€ paid by the complainant.</p> <p>Each Member will have a determined yearly quota of free procedures, between 1 and 4, depending on what group they belong to, that is:</p> <table border="1"> <thead> <tr> <th>TYPE</th> <th>GROUP</th> <th>QUOTA</th> <th>TYPE</th> <th>GROUP</th> <th>QUOTA</th> </tr> </thead> <tbody> <tr> <td>Advertiser</td> <td>A-B-C-D</td> <td>4</td> <td>Agencies</td> <td>A-B</td> <td>4</td> </tr> <tr> <td>Advertiser</td> <td>E-F-G-H-I</td> <td>3</td> <td>Agencies</td> <td>C-D</td> <td>3</td> </tr> <tr> <td>Advertiser</td> <td>J-K-L-M-N</td> <td>2</td> <td>Agencies</td> <td>E-F-G</td> <td>2</td> </tr> <tr> <td>Advertiser</td> <td>O-P-Q-R-S</td> <td>1</td> <td>Agencies</td> <td>H-I</td> <td>1</td> </tr> <tr> <td>Media</td> <td>A-B-C</td> <td>4</td> <td>Associations</td> <td>A</td> <td>4</td> </tr> <tr> <td>Media</td> <td>D-E-F</td> <td>3</td> <td>Associations</td> <td>B</td> <td>3</td> </tr> <tr> <td>Media</td> <td>G-H-I-J</td> <td>2</td> <td>Associations</td> <td>C-D</td> <td>2</td> </tr> <tr> <td>Media</td> <td>K-L-M</td> <td>1</td> <td>Associations</td> <td>E</td> <td>1</td> </tr> </tbody> </table>	TYPE	GROUP	QUOTA	TYPE	GROUP	QUOTA	Advertiser	A-B-C-D	4	Agencies	A-B	4	Advertiser	E-F-G-H-I	3	Agencies	C-D	3	Advertiser	J-K-L-M-N	2	Agencies	E-F-G	2	Advertiser	O-P-Q-R-S	1	Agencies	H-I	1	Media	A-B-C	4	Associations	A	4	Media	D-E-F	3	Associations	B	3	Media	G-H-I-J	2	Associations	C-D	2	Media	K-L-M	1	Associations	E	1	<p>260€ (to be paid by whom present/s the appeals procedure)</p>	<p>260€</p>	
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<p>Member receiving an appeals procedure by the Public Administration or exempt from payment or similar</p>	<p>Free if they are not upheld by the Jury (first instance adjudications) or if the claim had been accepted (article 13/2 of the Rules of the Jury).</p> <p>If they were upheld (in part or completely) each Member will have a determined yearly quota of 1 to 4 free procedures, depending on what group they belong to, that is:</p> <table border="1"> <thead> <tr> <th>TYPE</th> <th>GROUP</th> <th>QUOTA</th> <th>TYPE</th> <th>GROUP</th> <th>QUOTA</th> </tr> </thead> <tbody> <tr> <td>Advertiser</td> <td>A-B-C-D</td> <td>4</td> <td>Agencies</td> <td>A-B</td> <td>4</td> </tr> <tr> <td>Advertiser</td> <td>E-F-G-H-I</td> <td>3</td> <td>Agencies</td> <td>C-D</td> <td>3</td> </tr> <tr> <td>Advertiser</td> <td>J-K-L-M-N</td> <td>2</td> <td>Agencies</td> <td>E-F-G</td> <td>2</td> </tr> <tr> <td>Advertiser</td> <td>O-P-Q-R-S</td> <td>1</td> <td>Agencies</td> <td>H-I</td> <td>1</td> </tr> <tr> <td>Media</td> <td>A-B-C</td> <td>4</td> <td>Associations</td> <td>A</td> <td>4</td> </tr> <tr> <td>Media</td> <td>D-E-F</td> <td>3</td> <td>Associations</td> <td>B</td> <td>3</td> </tr> <tr> <td>Media</td> <td>G-H-I-J</td> <td>2</td> <td>Associations</td> <td>C-D</td> <td>2</td> </tr> <tr> <td>Media</td> <td>K-L-M</td> <td>1</td> <td>Associations</td> <td>E</td> <td>1</td> </tr> </tbody> </table> <p>Once the quota of free procedures for each Member is exceeded, these will have a cost of 130€.</p>	TYPE	GROUP	QUOTA	TYPE	GROUP	QUOTA	Advertiser	A-B-C-D	4	Agencies	A-B	4	Advertiser	E-F-G-H-I	3	Agencies	C-D	3	Advertiser	J-K-L-M-N	2	Agencies	E-F-G	2	Advertiser	O-P-Q-R-S	1	Agencies	H-I	1	Media	A-B-C	4	Associations	A	4	Media	D-E-F	3	Associations	B	3	Media	G-H-I-J	2	Associations	C-D	2	Media	K-L-M	1	Associations	E	1	<p>130€ (to be paid by the Member that presents the appeals procedure). The procedure to give an answer to the appeals procedure presented by the counterpart is free</p>	
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These fees entered into force on January 1st, 2017.

The corresponding VAT will be applied to these fees.

There are exceptions for the cases included in sectoral agreements; in such cases, whatever is indicated in them shall apply.

AUTOCONTROL services and ratecard - 2017

These rates will be charged with the corresponding VAT.

Services	Members	Non-Members
1. Annual subscription to both AUTOCONTROL' s monthly newsletter and the "Advertising Control Database" available at www.autocontrol.es .	FREE.	193 €
2. Legal Advice , given verbally by AUTOCONTROL's legal team.	FREE. Unless the number of Copy Advice® requests together with the Legal Advice requests do not exceed the quota that applies to the Member's range (see Table). In this case the cost of the consultation will be 60€.	420 €
3. Copy Advice® request , confidential and issued by AUTOCONTROL's legal team, on the legality and ethical correctness of their own projects or ads to be broadcasted by the medium itself and before their release. Non-binding (unless otherwise agreed) Due to the special casuistry that occurs with some media, with regards to the calculation of the services, the following will be taken into account: <ul style="list-style-type: none"> • With regards to commercial communications on TV, communications that last up to 60" shall count as one Copy Advice® and all those that exceed that duration shall count as one additional Copy Advice® for each piece of up to 60" that exceeds the first minute. • With regards to websites, a Copy Advice® will be counted for each page analyzed inside each website. • With regards to Catalogues, a Copy Advice® will be counted for every 4 pages of the catalogue. 	FREE. Up to the quota of queries without a cost assigned in terms of the social category and the quota of free copy advice. Once this quota is surpassed, each Copy Advice® request will cost 60€. See Table 2017 Membership Fees. (**)	650 €
4. Copy Advice Express. "Copy Express" Term: the Copy Advice® report requested before 13h , will be delivered within one working day following the day that the documents and information required for processing have been submitted (working hours: Monday to Thursday from 9.00 to 18.00., Friday 9.00 to 15.00. From June 15 to September 15, from 8.00 to 15.00. Holidays not included). - <i>Copy Express requests regarding very long or long duration advertising materials will not be accepted.</i> - <i>Under no condition, no more than two Copy Express requests could be submitted per week, neither more than five requests per month.</i> - <i>This service is subject to the availability of the Technical Office of AUTOCONTROL.</i>	550 €	1,100 € Price for Copy Advice Express reports that are requested by Non-Members or referred to an advertiser that is not a Member.
5. Complete report about a website (up to 30 pages) consisting of the detailed analysis of the lawfulness and deontological correction of the advertising contents in the website that is analyzed. From this number on, one Copy Advice® report will be calculated for each additional page.	2,000 €	4,690 €

Services

	Members	Non-Members
6. Technical and Legal Cookie Consulting (Cookie Advice®) analysis of cookies and other data storage and recovery devices. Legal review of the compliance with the Guide for the Use of Cookies published by the Spanish Data Protection Agency and other sectorial associations and a verification report.	550 € • SMBs associated to AUTOCONTROL: 275€ Characteristics: 1. Companies with less than 10 employees. 2. Turnover value or advertising investment: • Agencies and media: Less than 600,000€/year turnover. • Advertisers: Less than 150,000€/year advertising investment. 3. They should not belong to any business group that does not comply with any of the previous requirements.	1,165 €
7. Joining CONFIANZA ONLINE (joining the Code, use the CONFIANZA ONLINE seal on websites, etc.).	Free.	Price according to approved rates (please check www.confianzaonline.org).
8. Certificate as a member of the self-regulation system (Upon request).	Free.	Not available.
9. Corporate Social Responsibility Annual Special Certificate , valid in order to be included in the company's annual report or any other general report. Yearly summary of Copy Advice® reports requested and complaints involving the company.	Free.	Not available.
10. Seminars and Conferences organized by AUTOCONTROL.	DISCOUNTS. Between 25% and 50%.	No discount.

AUTOCONTROL Advertising Jury Interventions

	Members	Non-Members
11. Complaint handling: before the corresponding Section of the Advertising Jury, against an advertisement aired by an advertiser. (*)	Check the 2017 FEES FOR COMPLAINTS RESOLUTION table.	2,960 € (Subject to Agreements).
12. Opinion proceedings according to article 46. 3c) in the Rules of the Advertising Jury. (In case the Jury should refrain from issuing a ruling).	Check the 2017 FEES FOR COMPLAINTS RESOLUTION table.	2,960 €
13. Appeals procedure handling: Before the Jury Plenary Session of the Jury against the rulings of the Sections. (*)	Check the 2017 FEES FOR COMPLAINTS RESOLUTION table.	2,225 € (Subject to Agreements).
14. Appeal before the Jury against a Copy Advice® content.	260 €	810 €
15. Arbitrations to resolve a claim without the Jury's intervention.	Check the 2016 FEES FOR COMPLAINTS RESOLUTION table.	1,505 € (Each party bears its half).
16. Extrajudicial dispute settlements over allocated .es domains	Rate established by Red.es:	1,400 €
17. Arbitration: adjudication on complaints submitted by both parties in conflict under the Arbitration Law.	50% of the established arbitration fee by Madrid Chamber of Commerce.	Established arbitration fee by Madrid Chamber of Commerce.

(*) This fee must be paid by the party that forwards the complaint, unless otherwise stated in sectorial agreements or in the fees table.

(**) Inside of the quota, for those members who this applies to, only a maximum of 3 Copy Advice® requests will be allowed yearly in relation to advertisers who are not members; the number of Copy Advice® requests over this limit will have a cost of 300€ + VAT, if it was in the quota of free Copy Advice® requests assigned to the member, and of 450€ if it wasn't.