



ACCREDITATION

APPLICATION

FORMS

Newspaper Publishers' Association
of New Zealand (Inc)
Magazine Publisher's Association
of New Zealand (Inc)

Secretariat
39 Market Place, Auckland, 1010
PO Box 2941, Shortland St, Auckland, 1140
Ph: 09 306 1659
Email: info@pmaa.co.nz
www.pmaa.co.nz

APPLICATION FORM

NOTES:

This form must be completed in detail and returned to the PMAA Office.
(P O Box 2941, AUCKLAND).

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)***

**WILLIAM GARDNER
EXECUTIVE OFFICER
PRINT MEDIA ACCREDITATION AUTHORITY**

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 _____ 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:

If yes, please provide details:

- (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:

- (vii) Where the applicant advertising agency is controlled by an advertiser, provide evidence that the agency is not primarily intended to process the advertising of that advertiser.
- (viii) Does the applicant advertising agency hold credit insurance, and if so, please provide policy details.

(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 \$	NPA/MPA \$	TV \$				
TOTALS:											

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 \$	NPA / MPA \$	TV \$		
TOTALS:									

Actual placings for the 12 months ended:

SUMMARY OF SECTION B

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

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

APPENDIX A

NEWSPAPER PUBLISHERS ASSOCIATION

MEMBERSHIP LIST

2016

Daily titles

The New Zealand Herald
The Dominion Post
The Press
Otago Daily Times
Ashburton Guardian
Bay of Plenty Times
Hawke's Bay Today
Hokitika Guardian
Manawatu Standard
The Gisborne Herald
The Greymouth Evening Star
The Marlborough Express
The Nelson Mail
The Northern Advocate
The Rotorua Daily Post
The Southland Times
The Taranaki Daily News
The Timaru Herald
The Westport News
Waikato Times
Wairarapa Times-Age
Wanganui Chronicle

Non-Daily paper

Eastern Bay Life
Herald on Sunday
Sunday News
Sunday Star-Times
The Oamaru Mail
The Wairoa Star
The Whakatane Beacon

APPENDIX B

MAGAZINE PUBLISHERS ASSOCIATION OF NEW ZEALAND INC

MEMBERSHIP LIST

2016

FULL MEMBERS

AA Directions

Phone: 09 9668800

Adrenalin Publishing

Phone: 09 478 4771

AGM Publishing

Phone: 09 846 4068

Allied Publications

Phone: 09 571 3544

Anvil Publishing

Phone: 03 377 2261

Barkers Clothing

Phone: 021 465 466

Bauer Media

Phone: 09 308 2700

BJ Ball

Phone: 09 579 0059

Boating New Zealand

Phone: 0274 952 233

BRANZ

Phone: 04 237 1170

Contrafed Publishing

Phone: 09 636 5715

Destinations Publishing

Phone: 09 377 1234

Fairfax Media

Phone: 09 909 6800

G Media Publishing

Phone: 09 575 2454

HAYLEYMEDIA

Phone: 09 486 0077

Healthy Life Media

Phone: 09 486 0111

Horticulture New Zealand

Phone: 04 472 3795

Kenyon Enterprises/Together Journal

Phone: 09 212 8699

Kowhai Publishing

Phone: 09 307 0399

Langhills Publishing

Phone: 09 620 9498

Latitude Media

Phone: 03 308 6638

Lifestyle Magazine Group

Phone: 09 520 7978

Lifestyle Publishing

Phone: 09 570 2658

Manaia Media

Phone: 07 838 8703

Marketplace Media

Phone: 09 375 3097

Multi Media Magazines

Phone: 09 306 0921

New Zealand Kennel Gazette

Phone: 04 237 4489

NZ Fishing Media

Phone: 0274 925 533

NZ Historic Places Trust

Phone: 04 470 8051

NZ Inst. Chartered Accountants

Phone: 04 474 7840

NZ Plumbers Journal

Phone: 0800 502 102

NZX Agri

Phone: 06 323 0768

OHbaby!

Phone: 09 376 1778

Parkside Media

Phone: 09 360 1480

ProMag Publishing

Phone: 09 818 7807

RnR Publishing

Phone: 06 306 6030

Say Yes to Adventure

Spectre Publishing

Phone: 021 222 1474

Star Media

Phone: 03 379 7100

Tangible Media

Phone: 09 360 5700

The Fusion Group

Phone: 09 336 1188

The Hobson

The Intermedia Group

Phone: 021 361 136

The New Zealand Artist Magazine

Phone: 09 434 0096

The Parenting Place

Phone: 09 524 1381

The Pluto Group

Phone: 09 300 7545

Tots to Teens

Phone: 09 412 5123

VIP Publications

Phone: 09 533 4336

