MEMBERSHIP APPLICATION FORM

ABOUT MSA

Established on 19 December, 2003, the **Malaysian Media Specialists Association** (MSA) aims to help and support agencies that specialise in providing media research, strategic planning, media negotiation and placement services. MSA also plays a significant role in providing a common platform to discuss and resolve issues facing the media industry today and in the future.

A. GENERAL INFORMATION

Name of Company: _____

Address: _____

_____

_____

Telephone: _____ Fax: _____

Email: _____ Web: _____

SSM MyCoID / REG: _____

Number of Staff: _____

Holding Company Name (if applicable): _____

Paid up capital: _____

Equity: Local_____ % Foreign_____%

Type of company.(Please tick)

☐ Company incorporated in Malaysia
☐ Partnership incorporated in Malaysia
☐ Unincorporated body of persons engaged in the business in Malaysia

Date of business commencement: _____

MEDIA SPECIALISTS ASSOCIATION

B) MEMBERSHIP APPLICATION (Please tick)

☐ **Ordinary Membership (Annual subscription is RM 5.000.00)**

- Ordinary Members shall be companies or partnerships incorporated in Malaysia or unincorporate body of persons or organizations, principally owned controlled and/or managed by companies or partnerships incorporated in Malaysia engaged primarily in the business of media consultancy, planning and/or buying.

- Ordinary Members must continue to have a paid-up capital (for companies) or capital contribution/funds (for partnerships and unincorporated bodies) of at least RM500,000.00, and must be able to show by substantiation (as and when and in the manner required by the Association), that a minimum of 80% of their gross income must result from payment for services usually performed by media agency organizations,

    Please tick services performed by the agency

	Strategic Communications Planning
	ATL & Digital Media Planning and Buying
	Social Media Management including KOL management
	Full SEO services and management
	DMP/ CDP consultation and management
	Tech – creation and development of websites, apps, microsites, etc
	Business Analytics – Econometrics modelling, Full Funnel modelling, etc
	Full E-commerce consultation and management
	Ad serving
	Branded content partnerships and Agile digital content creation
	Research and marketing consultancy

☐ **Affiliate Membership (Annual subscription is RM 500.00)**

- Affiliate Members shall be companies or firms in Malaysia who are in the opinion of the MSA Council involved or associated with the advertising industry or the nature of their services justify them for admissions to the Association They do not have the right to vote at any meetings of the Association.

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NOTE: There is a non-refundable joining fee of RM1,000.00 for both membership categories

C) REPRESENTATIVE DETAILS

Primary
Name   : _____

Designation   : _____

Mobile   : _____

Email   : _____

Alternate
Name   : _____

Designation   : _____

Mobile   : _____

Email   : _____

Head of Finance
Name   : _____

Mobile   : _____

Email   : _____

D.   DECLARATION

We declare, agree to conform to and be bound by the Rules of the Association now in force and to any such amendments there to as may hereafter be introduced, and to such new Rules as may from time to time be passed.

We agree to comply with the "Malaysian Code of Advertising Practice" , "Content Code" as well as advertising restrictions and regulations issued by the relevant authorities.

We hereby nominate the above names as set out in Section C above as our Representatives.

Signature   : _____

Name of Signatory   : _____

Designation of Signatory : _____

Company/Organisation   : _____

Date   : _____

Company Chop   :

Please note that your application form must be accompanied with the following:
1) Brief profile of the Company / Organisation;
2) SSM Certificate of Incorporation (Form 9 or 13) and latest Form 24 and Form 49; and
3) Latest Audited Report / Latest SSM company profile printout.
4) For unincorporated bodies please submit Item 2 and Item 3 for your holding company
5) A letter from an external auditor confirming that minimum of 80% of the company's gross income results from payment for services usually performed by media agency organizations as outlined in Section B.

For MSA's use only

Date received: _____

Status: Approved / Rejected *(delete accordingly)*

Date: _____