

The Association of Advertisers in Ireland Ltd

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MEMBERSHIP SUBSCRIPTION - STRUCTURE 2012

Members assess their own annual subscriptions, based on their **total commercial communications spend for the preceding year**, i.e. 2011 calendar year.

Commercial communications spend covers all media areas, e.g. Press, Television, Radio, Outdoor, Cinema, Internet, but also expenditure on Direct Mail, Sponsorship, Exhibitions and Point-of-Sale. Associated production costs should also be included.

This figure then indicates the Grade at which AAI should invoice a member for 2012.

We request that members inform us as soon as possible of the appropriate Grade and if they require their purchase order or requisition number printed on the invoice.

The annual subscription paid by members is allowed as a business expense for tax purposes.

Grade	Expenditure	Subscription
1	Up to €125,000	€ 850
2	€125,001 to €300,000	€1,600
3	€300,001 to €650,000	€2,100
4	€650,001 to €1,000,000	€2,600
5	€1,000,001 to €1,400,000	€2,975
6	€1,400,001 to €2,000,000	€3,270
7	€2,000,001 to €2,600,000	€3,570
8	€2,600,001 to €3,300,000	€3,850
9	€3,300,001 to €4,000,000	€4,260
10	€4,000,001 to €4,750,000	€4,525
11	€4,750,001 to €5,500,000	€4,810
12	€5,500,001 to €6,250,000	€5,075
13	€6,250,001 to €7,000,000	€5,330
14	€7,000,001 to €8,000,000	€5,575
15	€8,000,001 to €9,000,000	€5,850
15+	In excess of €9 million	Subscription is an additional €410 per €500,000 of expenditure