

## The Association of Advertisers in Ireland Ltd

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### MEMBERSHIP SUBSCRIPTION - STRUCTURE 2016

Members assess their own annual subscriptions, based on their **total commercial communications spend for the preceding year**, i.e. 2015 calendar year.

Commercial communications spend covers all media areas, e.g. Press, Television, Radio, Outdoor, Cinema, Digital/Social Media/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 2016.

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

Grade	Expenditure	Subscription
1	Up to €124K	€ 850
2	€125K to €299K	€1,600
3	€300K to €649K	€2,100
4	€650K to €999K	€2,600
5	€1M to €1.399M	€2,975
6	€1.4M to €1.999M	€3,270
7	€2M to €2.599M	€3,570
8	€2.6M to €3.299M	€3,850
9	€3.3M to €3.999M	€4,260
10	€4M to €4.749M	€4,525
11	€4.750M to €5.490M	€4,810
12	€5.5M to €6.249M	€5,075
13	€6.250M to €6.999M	€5,330
14	€7M to €7.999M	€5,575
15	€8M to €9M	€5,850
15+	In excess of €9 million	Subscription is an additional €410 per €500,000 of expenditure