



FULL MEMBERSHIP FEE STRUCTURE

(EFFECTIVE 1st SEPTEMBER 2011)

Out of Home Media SA is an Association not for profit that is sustained by a monthly membership fee paid by its members.

Employing a full-time secretariat, office rental and administration, meeting and related costs, travel for out of town meetings with government and municipal bodies, sourcing international information and the local marketing and promotion of the outdoor industry make up the Association's costs.

The **full membership category** is open to all out of home media owners.

The membership fee paid by each Out of Home media owner varies in accordance with the net monthly income received by the member (after discounts and advertising agency commission) from the letting out of advertising space to advertisers via the agency or directly to the client. Income from any other source, such as the manufacturing of advertising units, is not included.

There are eight membership fee categories with a fixed membership fee amount established for each category. Companies in category C enjoy the same privileges and rights as companies in category A.

FULL MEMBERSHIP CATEGORIES

The following are the Categories and the monthly membership fees payable for each category:

Category	Net Annual Advertising Billing	Full Membership fee (ex VAT)
A	>50,000,000	R16100
B	20,000,001 – 50,000,000	R11560
B1	15,000,001 – 20,000,000	R8990
B2	10,000,001 – 15,000,000	R6420
C1	7,500,001 – 10,000,000	R5140
C2	5,000,001 – 7,500,000	R3210
C3	2,000,001 – 5,000,000	R1930
C4	<2,000,000	R1100

PAYMENT BY NEW MEMBERS

On application, a prospective member is required to pay an entrance fee of R1250.00 vat inclusive and the first two months' membership fee in advance. This up-front payment has been instituted to stop companies joining OHMSA merely to obtain credibility before pitching for an important contract, and then renegeing on membership fee payments – in some cases not being heard of again. This system ensures, to some extent, that the applicant is committed to and serious about the Out of Home media industry.

MEMBERSHIP FEE PAYMENT

ALL MEMBERSHIP FEES ARE INVOICED MONTHLY AND ARE PAYABLE BY DEBIT ORDER MONTHLY IN ADVANCE.

Bank: Nedbank
 Branch: Randburg
 Branch No: 198 405
 Current Account No: 1958 569 453