

## AMIN North America Membership Fact Sheet

### | requirements of membership

North American agencies inquiring about AMIN membership should

- be independently owned
- be a well-respected, full-service agency with high creative standards
- earn a minimum \$1 million gross income or \$15 million in annual capitalized billings for the past three years
- maintain a staff of between 10 and 200 employees
- be willing to exchange and maintain confidential information with member agencies
- be willing to attend annual conferences

### | benefits of membership

North American AMIN member agencies enjoy the following benefits:

- Access to expertise of other industry professionals with varied product category and new business experience
- Real-time collaboration and information-sharing via [aminworldwide.com](http://aminworldwide.com)
- Annual exchange conferences
  - Senior Management conference
  - New Business and Best Practices conference for department heads
  - Media, Creative and Interactive conference
- Discounted rates on shared media resources
  - Significant discounts on MRI, Nielsen Online, Monroe Mendelsohn and The Media Audit
  - Individually negotiated savings on IMS, Nielsen NetRatings, Simmons, SQAD, SRDS, Strata, Telmar, TNS Media Intelligence, Workhorse, Compose Channel Planning, Iconoculture and Yankelovich
- Access to annual network survey data
  - CFO survey
  - Salary survey
  - Holiday time-off survey
- Legal counsel on retainer at discounted rates

### | membership commitments

- Initiation Fee: \$2,500 (Refundable if application for membership is denied)
- Annual Dues: \$6,000 (Invoiced quarterly)
- Conference expenses and group meal costs are split evenly among attendees
- Senior Management Conference (One member must attend)
- Media Director Conference
- Fee for portion of media resources based on size
- Signed Non-Compete Agreement (Accounts for employees and clients)

If you have questions about AMIN Membership or are ready to join, please contact:

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