

## MEMBERSHIP APPLICATION FORM

By signing this Membership Application Form, the company, enterprise, institution or natural person becomes a member of the **Hungarian Advertising Association** (MRSZ), and undertakes to exercise its rights and fulfill its obligations associated with the membership in accordance with the provisions set out in **MRSZ' Statutes** (<https://mrsz.hu/a-szovetsegrol/alapszabaly>) the **Statutes of IAB Hungary** (<https://iab.hu/dokumentumok/iab-hu-alapszabaly/>), which operates as MRSZ' special division, and the operational rules of any other selected divisions. As a member of the Hungarian Advertising Association, it also undertakes to conduct its activity in compliance with the **Hungarian Advertising Code of Ethics** ([https://mrsz.hu/cmsfiles/9a/21/Magyar\\_Reklametikai\\_Kodex\\_ONLINE\\_2oldal.pdf](https://mrsz.hu/cmsfiles/9a/21/Magyar_Reklametikai_Kodex_ONLINE_2oldal.pdf)), approved by professional organisations.

- I request that the company, enterprise, institution under my direction OR I be accepted as an individual member of **Hungarian Advertising Association**<sup>(1)</sup>
- As a member of MRSZ I also request to be accepted as a full member of **IAB Hungary** (*This point is optional. Please complete it only if you also wish to become a member of IAB Hungary in addition to becoming a member of MRSZ.*)
- I request that I be accepted among the members of MRSZ as an **“exclusive IAB member”** pursuant to paragraph (4) of section 7 of the MRSZ Statutes. (*This point is optional. Please complete it only if you wish to become a member of MRSZ as an “exclusive IAB member”.*)

The Statutes of the Association allow members the choice from several types of membership: Applicants may apply for MRSZ membership as full members, but non-natural person members may also request admission as so-called “exclusive IAB members”. Exclusive IAB members are considered as members with a special status. They are not considered as full members of MRSZ, inasmuch as they are entitled to the rights and obliged to fulfill the obligations in compliance with paragraph (4) of section 7 of the MRSZ Statutes, but are liable to pay a membership fee to IAB Hungary only. The members of the Hungarian Advertising Association are not necessarily members of IAB Hungary, as well, but a full member of MRSZ may also apply to be admitted to IAB Hungary, in which case the member will be liable to pay membership fees to both MRSZ and IAB Hungary. In each case, the membership is conditioned upon the approval thereof by the respective governing body and the payment of the applicable membership fee(s).

Name of the company, enterprise, institution or individual member: .....

Billing address: .....

Postal address: ..... Tel.: .....

E-mail: ..... Fax: .....

Name of CEO/managing director: .....



#### Hungarian Advertising Association

Headquarters: 1053 Budapest, Kossuth Lajos u. 7-9.  
Postal address: 1036 Budapest, Perc utca 8.  
Tel.: +36 70 333 2555  
Email: info@mrsz.hu

**1** The amount of the half-yearly membership fee of the **Hungarian Advertising Association**, due upon admission (to be determined on the basis of the annex):

.....

We shall transfer the amount of the MRSZ membership fee by its due date to bank account **11705008-20056656** of the Hungarian Advertising Association.

Please classify yourself in the appropriate sector, based on your activity:

- Advertiser
- Media, Sales House
- Service provider

Which segment of the advertising industry is the current activity of your company (or your own activity as an individual member) closest to?

Letter code: *(Please select a category from the annex.)* Other .....

I wish to participate in the work of the following division of MRSZ:

Legal Division  OOH Division

*(To learn more about the work of the Divisions, please visit the [www.mrsz.hu](http://www.mrsz.hu) website.)*

**2** The amount of the half-yearly membership fee of **IAB Hungary**, due upon admission (to be determined on the basis of the annex):

.....

We shall transfer the amount of the IAB Hungary membership fee by its due date to IAB Hungary, to bank account no. **11705008-22530938**.

Please classify your enterprise, based on its activity, in the appropriate sector:

- Advertiser
- Media, Sales House
- Service provider
- Agency

**3** We accept that our membership shall become effective only after the membership fee(s) is/are received.

We accept the continuity of the membership status, along with the payment obligation associated with it. Each year, we shall settle the payment of the first half-yearly membership fee by **28 February**, and the second half-yearly fee by **31 August**. In light of the above, our payment obligation regarding membership dues shall continue to apply until we announce the exit or dissolution of the company, enterprise or institution in writing. The Hungarian Advertising Association and IAB Hungary do not accept cancellations retroactively. Therefore, the membership fee due for the half-year already commenced shall be paid. The date of the exit shall be the first day of the half-year following the date of the receipt of the exit notice (1 January or 1 July).



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**4** The basis for the classification of the membership fee is the sales returns of the preceding closed fiscal year.

**MRSZ** and **IAB Hungary** are entitled to review and modify the membership fees by 30 June each year, on the basis of the preceding year's sales returns of the company, enterprise or institution.

**5** By signing this Membership Application Form, we declare that we have become acquainted with the Data Processing and Data Protection Policy of the Hungarian Advertising Association (<https://mrsz.hu/a-szovetsegrol/-adatkezelesi-szabalyzat>), confirm that we consider the provisions set forth therein as binding upon ourselves, and shall comply, as well as enforce compliance with those provisions.

We also declare that we consent to the processing of our data provided to the Hungarian Advertising Association during the conclusion of the agreement, in accordance with the provisions of Act CXII of 2011 on the Right of Informational Self-Determination and on Freedom of Information and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter referred to as GDPR).

The Advertising Association informs the Member that it shall handle the Member's personal data obtained by it during the term of the membership in compliance with the existing legislation. Members are encouraged to learn about their rights and the legal remedies available to them from the Hungarian Advertising Association's Data Processing and Data Protection Policy.

We request that all physical and electronic mail be addressed to the following intermediary:

**Name:** ..... **Tel.:** .....

**Address:** ..... **Fax:** .....

**E-mail:** ..... **E-invoice address:** .....

Date: ..... p.h. ....  
new member  
/authorised signature/

Countersignature:

Approved by the following person on behalf of MRSZ, under a mandate from the management:

.....

Approved by the following person on behalf of IAB Hungary, under a mandate from the Executive Committee:

.....



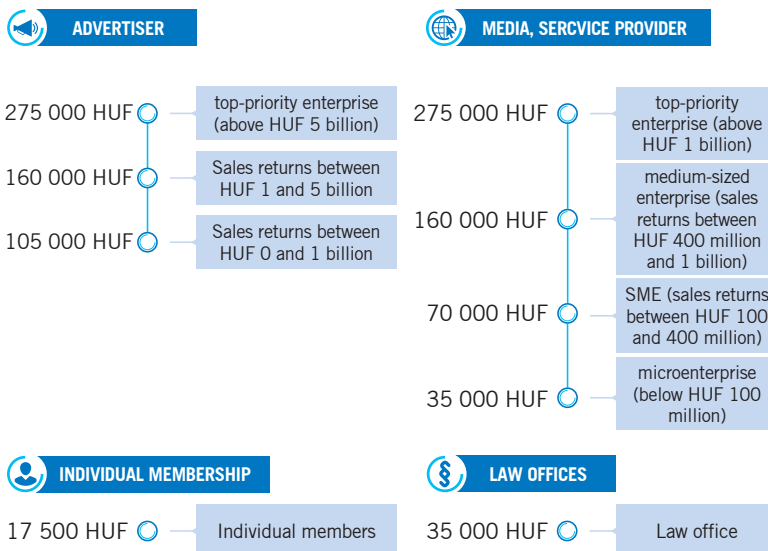
## ANNEX

### Membership fees

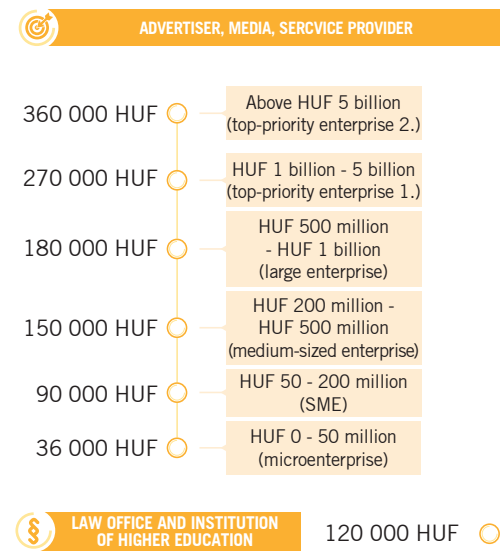
Effective as of 1 July, 2023



#### 1 Hungarian Advertising Association's half-yearly membership fees



#### 2 IAB Hungary's half-yearly membership fees



Enterprises and companies with no turnover in the previous year at the time of entry, but which are established in the current calendar year, must be classified in the following membership fee category:

- In the case of companies in the advertising sector of the MRSZ, in the band between HUF 0-1 billion turnover: 105,000 Ft,
- In the case of companies in the media and services sector of the MRSZ, in the micro-enterprise band: 35,000 Ft,
- In the case of companies in the advertising, media, agency and services sectors of IAB Hungary, in the micro-enterprise band: 36,000 Ft.

In accordance with the MRSZ and IAB Hungary Statutes and point 4 of the MRSZ Financial Regulations (*Rules for determining membership fees*), the membership fees of the MRSZ and IAB Hungary change flexibly: the membership fees are updated every six months on the basis of the official (*balance sheet*) turnover figures of the previous year.

Regarding the entry of groups of companies, IAB Hungary has worked out preferential conditions, on which you can get further information from the IAB office.

### Advertising categories

**a**, advertising agencies, creative studios **b**, media agencies **c**, advertising media owners **d**, media and market research companies and polling organisations **e**, printing houses **f**, direct marketing companies **g**, model agencies **h**, photographers, motion picture agencies, graphic artists **i**, clients, advertisers **j**, media **k**, law firm **l**, media buyer, advertising organiser **m**, advertising media manufacturers **n**, educational institutions **o**, PR agencies, event organisers **p**, information technology, internet