
SECTION 2 – Company Registration Information

Company Registration Number:
(or equivalent)

Place of Registration:

Type of Company/Organisation:
[Plc, private limited company, company limited by guarantee, partnership, sole trader or other]

If a listed or quoted company on a recognised stock exchange, please state which:

Name of official Auditors:

Name of Partner Dealing:

Date business was founded:

Address:

Postcode:

Telephone:

SECTION 3 – General Information about your company

Location of other offices:

Year of company's establishment:

Names of Board directors and their titles:

Main business service offering:

Other services offered:

Total number of people employed:

Quality standards currently held:

Number of dedicated evaluation people employed:

SECTION 4 – Media Evaluation Methodologies

1. AMEC looks for the applicant company to be able to demonstrate that its methodologies are not reliant on a single form of evaluation but is able to analyse different factors within editorial content and provide interpretation or insights of media coverage to pre-determined target audiences. (**NB:** The use of simple database analysis of media coverage is insufficient to qualify for full membership).

Please set out in bullet form the range of your company’s media evaluation methodologies, including qualitative and quantitative analysis of media content including print, internet and broadcast media:

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AMEC MEMBERSHIP POLICY ON ADVERTISING VALUE EQUIVALENTS:

AMEC members are sometimes asked by clients to provide Advertising Value Equivalent (AVE) figures alongside more effective, accurate or reliable measures. For Full membership you must be able to demonstrate the use of other evaluation methods other than AVEs.

2. Systematic Methods used:

- a) What range of systematic methods does your company use to evaluate media coverage to provide an interpretation of what the coverage means rather than a simple measure of tone or favourability? Please describe below:

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b) Under what circumstances do you, or would your company use AVE's?

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c). How many levels of favourability or tone do you measure? Please describe:

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SECTION 5 – Financial Information

Please give your company's level of turnover relating to media evaluation extracted from your most recent accounts. Please note that "mixed jobs" i.e. projects that include qualitative research should be included in this. Your membership dues will be assessed on this turnover.

In the interests of your company's confidentiality please provide this figure by email to Mr. David Ames, Chartered Accountant, at Manningtons. davida@manningtons.net

SECTION 6 – Client Referee

Please provide contact details for your client referee.

Note: AMEC will not make contact with any named referee without contacting the prospective member first.

<ul style="list-style-type: none">•

SECTION 7 – Online Code of Conduct

If accepted as a member of AMEC we agree to ensure that competitors’ company names are not and will not be included in the search mechanism for our website or in any online advertising for our services. (It is noted that even though Media Measurement is an AMEC member company, there is no requirement to remove the term ‘media measurement’ or other generic term.)

SECTION 8 – Supporting Documentation

Please ensure that when emailing this application form you also attach:

- Company brochure if you have one
- Case study or report as an example of your work

Signed:

Full Name:

Date:

ALL THE INFORMATION PROVIDED BY YOU WILL BE CONSIDERED CONFIDENTIAL AND WILL NOT BE PUBLISHED OR SHARED WITHOUT YOUR PRIOR WRITTEN APPROVAL.

Please complete, print, sign and return **by email** to **Barry Leggetter, Executive Director**, with supporting material. barryleggetter@amecorg.com