

The qualification of membership, including original membership shall be the ownership by the member (or any firm of which such member is a partner in the case of publishers and owners of broadcasting or television studios) of at least one registered publication, broadcasting station or studio appearing or operating not less than four times per year, or telecasting or broadcasting on a weekly schedule, and at the time of admission to membership such publication, station or studio must:-

a) have been appearing or operating regularly for not less than six months immediately preceding the date of admission;

b) be conducted on a commercial basis and in the case of a publication with a circulation consisting in the main or sold copies;

c) In the case of other media, the qualification of membership, including original membership, shall be the ownership by the member (or any firm of which such member is a partner), in the case of cinema screens, of the advertising rights to at least five cinema screens let on a commercial basis; in the case of buses, of at least 25 buses operated on a commercial basis; in the case of billboards of at least 25 billboards let or hired on a commercial basis; in the case of skywriting of at least one aeroplane operated commercially for the sole purpose of advertising by skywriting; and in the case of any media for which these articles do not specifically make provision, as the committee shall from time to time determine and designate.