

RE: CNA ACCREDITATION AND CREDIT PROGRAM

Thank you for your enquiry regarding accreditation with the Canadian Newspaper Association. Following is an Agency Accreditation Application and Credit Agreement for completion and return.

The aim of this program is twofold:

1. The CNA accreditation program provides a convenient and time-saving procedure for agencies placing advertising in daily newspapers.
2. The credit information provided by agencies guides CNA member newspapers in establishing appropriate credit lines and some assurance that accounts will be settled in a suitable manner.

An explanation of the rating system used by CNA member newspapers is found on page one of the Agency Accreditation Application and Credit Agreement. You will be advised of the rating. The credit rating is subject to immediate review if there is a change in the agency's payment patterns to CNA member newspapers or other significant changes in operation. Accreditation is provided on an annual basis.

An initial fee, payable by cheque, of \$325 plus applicable tax is required for accreditation. Please make your cheque payable to the Canadian Newspaper Association and enclose it with the completed Agency Accreditation Application and Credit Agreement form.

All agencies are required to renew their accreditation on an annual basis. An annual renewal fee is payable.

When supplying financial statements to CNA for a credit rating, it is important to note the financial statements must be audited or reviewed and submitted in their entirety with "Notes" and auditors comments. If financial statements are not submitted, a credit rating of "C" (cheque with order) will be assigned.

Please enclose a copy of the first page of the Articles of Incorporation for our files.

CNA will not consider any agency or firm for rating that does not commit itself to pay advertising charges to newspapers in which it inserts or places ads.

If you have any questions, please contact Ross Edmunds at the CNA office ext. 222 or e-mail redmunds@newspaperscanada.ca.

Encls.

CANADIAN
NEWSPAPER
ASSOCIATION



ASSOCIATION
CANADIENNE
DES JOURNAUX

Where Canada's story unfolds every day

Agency Accreditation Application and Credit Agreement

Name of Agency _____

Definition of an Advertising Agency

"Advertising agency or firm" means a Canadian registered business providing advertising media buying services for clients on an independent basis and which enters into contracts with daily newspapers in Canada to place or insert its clients' advertising and commits itself to payment.

Use of Credit Information

Credit information provided is for the guidance of the members of the Canadian Newspaper Association (CNA) to establish credit facilities. Applicant agency consents to the obtaining of credit and/or personal information on officers/directors/managers of agency by CNA member newspapers as may be required in connection with credit lines applied for or any renewal or extension thereof. Applicant consents to the interchange of information among member newspapers and to the disclosure of trade payment information concerning the applicant to any credit reporting agency or to any person with whom the applicant has or proposes to have financial relations.

Individual newspaper members of CNA have the option of providing or not providing agency commission and/or special terms to any agency and of determining the rate charged for advertising in their newspapers.

Classes of Credit Ratings

"AA" Rating

This rating is provided to agencies who have shown stability, a strong financial condition and superior payment record. To satisfy this criteria, an agency should have been in business for a minimum of three years, exceed the financial performance models established by CNA, and show a continuing pattern of prompt payment in the six month period prior to the CNA credit review. Audited or reviewed financial statements are required.

"A" Rating

This rating is assigned to agencies who exhibit a good financial condition according to models established by CNA, a minimum of two years in business and a generally prompt payment record. Audited or reviewed financial statements are required.

"B" Rating

When an agency does not meet the financial requirements of the other ratings or has exhibited an irregular payment pattern, a "B" rating may be assigned. Audited or reviewed financial statements are required.

"C" Rating

Where the agency has not provided financial information, the agency may then provide a cheque with insertion order.

"NR" Rating

This rating will be provided to new agencies and may be allocated to agencies requesting initial accreditation, agencies under new ownership or under circumstances difficult to define under a rating system. An "NR" designation suggests that member newspapers of CNA conduct their own credit analysis. Financial information is required.

Additional Information On Ratings

Agencies requiring ratings that do not meet standard criteria established by CNA may utilize additional security or guarantees provided that payment record criteria are met. For example, a newly formed subsidiary of an established agency may be provided a rating not exceeding their parent company's rating by providing a guarantee by the parent.

Confidential Credit Application and Agreement

This Application/Agreement to the Canadian Newspaper Association (CNA) terms and conditions must be fully completed, signed and returned before your request for accreditation can be considered. The applicant consents to the obtaining of credit and/or personal information as may be required in connection with the credit line hereby applied for or any renewal or extension thereof and to the disclosure of any trade information concerning the applicant to any credit reporting agency or to any person with whom the applicant has or proposes to have financial relations.

General Business Details

Legal Name of Business _____

Trade Name/Style _____

Telephone Number _____

Facsimile Number _____

E-MAIL _____

Address _____

City _____

Province _____

Postal Code _____

Number of years in business _____

How long at this address _____

Is location owned/rented _____

Mailing Address _____

City _____

Province _____

Postal Code _____

Legal Form of Business :

Proprietorship

Partnership

Corporation

_____ If company is a subsidiary, please provide name and location of parent company

Ownership Details

Principal Owner/Shareholder _____

Title _____

Home Address _____

Other Officer(s). If more than one officer, please list name, title and address on a separate sheet. _____

Title _____

Home Address _____

Name of Contact Person Responsible for Credit Account _____

Title _____

_____ Are any of the officers now or in the past 7 years in bankruptcy proceedings? If so, please provide details.

Credit Information

Estimated Total Billing in Past Fiscal Year

All Media \$ _____ 2 _____

Estimated Total Billing

Daily Newspapers \$ _____ 2 _____

Number of employees

Name of Bank and Branch

Are assets pledged? If yes, please provide details

Please complete banking authorization release form. Is current financial statement attached?

Yes

No

Major Trade References Where Credit Now Extended (Include Other Media)

Name of Supplier

Address

Name of Supplier

Address

Name of Supplier

Address

Applicant has authority to enter into this Agreement. Any person signing it on the applicant's behalf has been duly authorized to execute this agreement. The applicant warrants the information given in this Application and Agreement to be true and correct and given for the purpose of obtaining accreditation and credit facilities from CNA's member newspapers.

On receipt of the information provided by the applicant and obtained from credit agencies and references, CNA will consider the qualification of the applicant for accreditation and may grant it according to the ratings set out on page one. CNA reserves the right not to grant accreditation.

Date

Authorized Officer

Authorization to Release Banking Information

To: _____
Name of Bank and Address

From: _____
Name of Agency

This will authorize you to provide the Canadian Newspaper Association with standard credit information pertaining to the following account(s)

Account Number: _____

Thank you for your assistance.

Date	Name	Title
------	------	-------

To Be Completed If Agency In Business Less Than Two Years Or For New Accreditations

Previous business affiliation/employment of principal if in business less than two years:

If agency is incorporated, please attach copy of provincial/federal incorporation showing legal name and date of incorporation.

Please return completed forms to :

CANADIAN NEWSPAPER ASSOCIATION
ASSOCIATION CANADIENNE DES JOURNAUX

CREDIT DEPARTMENT

SUITE 200, 890 YONGE STREET, TORONTO, M4W 3P4
(416) 923-3567 Fax: (416) 923-7206

Ce document est disponible en français