

**PERLEMBAGAAN BAGI  
PERTUBUHAN INDUK  
PERSATUAN PARA PENGIKLAN MALAYSIA (THE MALAYSIAN ADVERTISERS  
ASSOCIATION)**

(PPM-001-10-28071959)

**CLAUSE 1 INTERPRETATION**

In these Rules unless there be something in the subject matter or context inconsistent therewith:-

"The Association" means The Malaysian Advertisers Association.

"Ordinary Member" means any corporation that is a brand owner engaged in advertising activities to promote its goods or services to businesses and/or consumers in Malaysia.

For the avoidance of doubt, Ordinary Membership is exclusively reserved for businesses whose primary business is not the sale of advertising opportunities, media inventory, or marketing communications services. An Ordinary Member shall not be represented by:

- (1) Any subsidiary, division, or individual whose principal role or function involves the sale of advertising space, media inventory, or marketing-related services (including but not limited to creative, media planning and buying, research, martech, or adtech); or
- (2) Any individual whose responsibilities include securing advertising revenue from brand owners.

In exceptional cases involving small-scale or digital-native enterprises with lean organisational structures, where advertising and media-sales responsibilities may overlap, representation may be permitted to the Managing Director or Chief Executive Officer of the company, on condition that they shall at all time maintain the decorum of not using the association as a platform to solicit said business subject always to the approval of the Council in accordance with Clause 6.

"Associate Member" means any person, partnership, company or corporation carrying on business in Malaysia as Advertising Agents, Media owners and such other business or businesses as may from time to time be so classified by the Council and whose application shall have been approved by the Council. They shall not be entitled to vote at General Meetings or the "further meeting" referred to in Rule 13 (Dissolution).

"Affiliated Member" means any Trade Association representing various sectors of the Malaysian Economy who in the opinion of the Council can promote and further the role of advertising in developing brands as a multiplier for a company's or a corporation's economic value in and out of Malaysia. All applications for Affiliate Membership must be approved by the Council. Affiliate members shall not be entitled to vote at General meeting(s) or the "further meeting" referred to in Rule 13 (Dissolution) and need not pay subscription fees.

Institutions of Higher learning Member (IHL Member) means any university, University College, or other higher educational institutions (public/private with a campus in Malaysia) which offers courses related to Advertising and Marketing Communications. The institution must be registered with the Ministry of Higher Education of Malaysia and run courses accredited by the Malaysian Qualifications Agency (MQA). All applications for IHL Membership must be approved by the Council. IHL members shall not be entitled to vote at General meeting(s) or the "further meeting" referred to in Rule 13 (Dissolution) and need not pay subscription fees.

"The Council" means the Council of the Association.

"Register" means the Register of Members as provided for by the Rules.

"The Secretary" and "the Treasurer" means the persons or firms appointed under Rules 15 to act respectively as the Secretary and the Treasurer of the Association.

"The Rules" means the Rules of the Association as herein contained and any future additions modifications or amendments thereto.

"Month" means Calendar Month.

"In writing" and "Written" including printing, type-writing, lithography and the other modes of representing or reproducing words in the English Language. Words importing the singular number or the masculine gender only include the plural number or the feminine gender and vice versa. Words importing persons include corporations.

The Council shall be the sole authority for the interpretation of the Rules any By-laws made hereunder, and the decision of the Council thereon shall be final and binding on all Members.

## **CLAUSE 2 NAME**

The name of the Association shall be "PERSATUAN PARA PENGIKLAN MALAYSIA" (The Malaysian Advertisers Association)

## **CLAUSE 3 REGISTRATERED OFFICE**

The Registered Office of the Association shall be situated in Petaling Jaya at Macomm Management Services Sdn Bhd, Level 7, Unit 023, 129 Offices, Block J, Jaya One, 72A, Jalan Profesor Diraja Ungku Aziz, 46200 Petaling Jaya, Selangor or at such other place the Council may decide from time to time with the prior approval of the Registrar.

## **CLAUSE 4 OBJECTS**

The objects of the Association shall be :-

- 1) To enable Members through the Association to speak with one voice and act with one purpose on advertising matters.
- 2) Holding meetings for the discussion of matters of interest to members.
- 3) Promoting or opposing legislative and other measures capable of affecting advertisers as a body.
- 4) Providing an official voice whereby members can collectively make known their wishes to media owners and advertising agents, (either as individuals or associations) and thereby seek recognition of just claims.
- 5) To maintain good relations with all other bodies and organizations connected with advertising as a whole or for any particular purpose and to co-operate with them for the benefit of advertising.
- 6) Prosecuting or defending any suits, applications and proceedings before any court or tribunal whatsoever, as may be deemed necessary or expedient in the interests of the Association or its members.
- 7) To raise funds by means of subscriptions of Members and levies on Members or otherwise for all the purposes and objects of the Association in such amounts and in such manner as is provided for in the Rules.
- 8) To promote, hold, sponsor or assist in the promoting, holding or sponsoring of Exhibitions of advertising matter or connected with such other objects as may be considered by the Council to be allied to or in conformity with all or any of the objects of the Association.
- 9) Advocating the complete and accurate disclosure of circulation or audience measurement figures by proprietors of all media be it print, broadcast, out of home, digital and/or any as yet not envisioned new forms of media that may become available in the future.
- 10) Promoting the elimination of fraudulent, untruthful, misleading or otherwise objectionable advertising increasing thereby the public confidence in advertising and in advertised goods and services.
- 11) Advocating the standardization and simplification of advertising rate cards.
- 12) Entering into any affiliation with or promoting, or assisting in the promotion of any association, having objects similar to those of the Association, or calculated to benefit generally the members of the Association.
- 13) Printing and publishing newspapers, magazines, periodicals, newsletters and memoranda for the spreading of information on any matters related to the objects of this Association, and for the other like purposes.

14) Being at all times of continual service and supplying information to members on all matters germane to advertising.

15) Investing the funds of the Association in such manner and in investments of such kind and nature as the Council may think fit.

16) To organise, promote, sponsor and participate in educational and training programmes in advertising and related fields, either on its own or jointly with academic, vocational cultural and professional organisations.

17) Generally to promote, further and protect the mutual interests of Members and to do all such other lawful things as are or may be incidental or conducive to the attainment of the above objects or any of them.

The Association shall not be run for profit and shall not in any way engage or attempt to engage in Trade Union activities as defined in the Malaysian Enactment.

## **CLAUSE 5 MEMBERSHIP**

There shall be two types of membership namely

- (a) Ordinary Member
- (b) Associate Member
- (c) Affiliate Member
- (d) Institutions of Higher learning Member

An "Ordinary Member" shall be as defined in Rule 1.

An "Associate Member" shall be as defined in Rule 1.

An "Affiliate Member" shall be as defined in Rule 1.

An "Institutions of Higher learning Member" shall be as defined in Rule 1.

Application for membership of the Association shall be submitted in writing to the secretary in the Form set out in the First Schedule to the Rules. The application shall be tabled at the next convenient meeting of the Council and a simple majority in favour shall be sufficient to approve the application. The applicant's particulars shall be entered into the Register after approval and the applicant shall be notified within seven days of the decision of the Council.

In the event of the Council not approving the application the applicant shall be advised that a further application can be submitted after a period of six months. It shall be at the discretion of the Council as to whether any reasons for not approving the application shall be given the applicant.

## **CLAUSE 6 MEMBERSHIP'S REPRESENTATION**

In all matters affecting their membership of the Association Members may be

represented by any Director, Partner, Manager, Secretary or other person whose name shall have been approved by the Council and registered with the Secretary by submitting a form of nomination as set out in the Second Schedule hereto.

## **CLAUSE 7 REGISTER**

(a) The Secretary shall keep at the Registered Office a book to be called "The Register of Ordinary Members, Association Members, Affiliate, Institution of Higher learning Members of The Malaysian Advertisers Association". The Register shall contain the following particulars:-

i. The name, address and occupation of such Ordinary/Associate/Affiliate/Institution of Higher Learning Member.

ii. The date on which the name of any Ordinary/Associate/Affiliate/Institution of Higher Learning Member was inscribed in the Register as such and the date on which any Ordinary/Associate/Affiliate/Institution of Higher Learning Member ceased to be such

## **CLAUSE 8 RESIGNATION OF MEMBERS**

Any Ordinary/Associate/Affiliate/Institution of Higher Learning Member wishing to resign from the Association shall give one month's written notice to the Secretary. The Ordinary/Associate Member shall be liable to the Association for the subscription for the year in which he resigns. Any person so resigning shall cease to have any further interest in the funds and or property of the Association

## **CLAUSE 9 EXPULSION OF MEMBERS**

(a) Any matter involving the conduct of any Ordinary/Associate/Affiliate/ Institution of Higher learning Members or his expulsion from the Associate shall be referred by the President to the Council at a meeting thereof specially convened for that purpose. Seven days of notice of such meeting must be given to the Ordinary/Associate Member concerned by the Secretary. The notice shall set out the matter upon which the Councils decision or advice is desired and the Ordinary/Associate/Affiliate Member/Institution of Higher learning Members in question or his Nominee shall be entitled to be heard personally and to be present at the meeting for that purpose (but not thereafter) before any decision or recommendation of the Council is recorded.

(b) Any Ordinary/Associate/Affiliate/Institution of Higher learning Members who has in the opinion of not less than two-thirds of the members of the Council present and voting at such meeting committed a breach of any of the provisions of the Rules or who has acted in any way contrary to the interests of the Association or whose conduct has in such majority opinion of the Council as aforesaid rendered him unfit

to be an Ordinary/Associate/Affiliate/Institution of Higher learning Member may be expelled from the Association, but such expulsion shall be subject to confirmation at a further meeting of the Council to be held not earlier than seven days nor later than twenty one days thereafter. Upon such confirmation being given by not less than two-thirds of the members of the Council present and voting at such further meeting the name of such Ordinary/Association/Affiliate Member shall be removed from the Register; he shall cease to be an Ordinary/Associate/Affiliate Member; shall forfeit all interest in the funds and property of the Association

## CLAUSE 10 **SUBSCRIPTIONS**

(a) Every applicant for Ordinary/Associate Membership, upon notice of his admission from the Secretary, within 7 days after receipt by him, shall pay to the Association the following:

Entrance Fee: RM1,000 (Ringgit One Thousand Only)

Annual Subscription Fees:

Ordinary Members

Tier 1 - RM805 (Ringgit Eight Hundred and Five Only)

Firms spending or supervising the spending of, not more than RM500,000 per year on advertising and publicity.

Tier 2 - RM1,150 (Ringgit One Thousand One Hundred Fifty Only)

Firms spending or supervising the spending of, over RM500,000 on advertising and publicity.

Associate Members - RM575 (Ringgit Five Hundred and Seventy-Five Only)

Variation of entrance fee or annual subscription and/or imposition of any special subscription or levy for any purpose in furtherance of objects of the Association may be raised by Council with the prior approval of the Ordinary members obtained by Special Resolution to the General Meeting of the Association. Any failure to pay such subscription or levy shall be regarded as arrears.

(b) The Council shall have power to allow an extension of time for payment of the entrance fee, but if any member shall fail to pay his entrance fee within said a stipulated period or within such further time, if any, as the Council may allow for such payment, the election of such Ordinary/Associate Member shall be null and void.

(c) Every Ordinary/Associate Members shall at the same time as he pays his Entrance Fee, pay to the association the sum fixed as subscription for the year in which his election takes place. (The annual subscription payable by the member to

the Association at admission shall be pro-rated based on membership approval date).

(d) No candidate elected an Ordinary/Associate Member shall be entitled to or to exercise, any of the rights of an Ordinary/Associate Member until he shall have paid to the Association the Entrance Fee and the first subscription payable by him.

(e) Except in cases provided for the preceding rule every Ordinary/Associate Member shall, on or before the 31st March in each year, pay to the Association for such year an annual subscription. Members who fail or neglect to pay such subscription within one calendar month after receipt from the Secretary of a written notice requiring such payment, shall cease to be a Member. Any appeal against the decision shall be determined by the Council on a case by case basis.

(f) A Member to whom the provisions of this Rule shall become applicable, shall be liable for the annual subscription for the year in which he shall cease to be an Ordinary/Associate Member.

(g) The Council shall have the power to fix a re-entrance fee for any person who has allowed his membership to lapse through arrears.

## **CLAUSE 11 LEVIES**

If at any time it deems that an emergency has arisen making it advisable that a levy should be made, the Council shall call an Extraordinary General Meeting to consider whether such levy should be imposed. Fourteen days notice shall be given of such meeting to all Ordinary Members or their Nominees specifying the nature of the business to be transacted. If such Extraordinary General Meeting by a majority of not less than two-thirds of those present and voting, resolves that a levy should be imposed, the levy shall forthwith become due and payable from the date specified in such resolution.

## **CLAUSE 12 MANAGEMENT**

A) President, Vice President, Treasurer, and each member of the Council shall be elected from among the Ordinary Members at every alternate Annual General Meeting and shall hold office for one (1) term of two (2) years until the election of the new Council. Retiring Council Members shall be eligible for re-election. However, no Member or individual shall hold the office of President for more than two (2) consecutive terms of two (2) years each.

The secretaries shall issue nomination papers to Ordinary Members twenty-eight (28) days before the date of the Annual General Meeting. Such nomination papers shall be returned to the secretaries no later than seven (7) days after the date of dispatch. The secretaries shall then collate the nominations received and issue to all Ordinary Members a list of such nominations, along with a voting paper providing for the insertion of the names of the President, Vice President, Treasurer, and the eight (8) Council Members residing in West Malaysia.

Such voting papers shall be returned to the secretaries no later than seven (7) days before the date of the Annual General Meeting. At the Annual General Meeting, the names of the nominees elected to the offices of President, Vice President, Treasurer, and Council shall be suitably displayed for the information of the Ordinary Members.

In the event that the number of nominees exceeds the required positions, the Ordinary Members present in person or by proxy shall be issued voting papers. These voting papers shall be collected, and two (2) scrutineers from among the Associate Members present shall be appointed to review the voting papers and advise the Secretary, who will then announce the names of those elected to the offices of President, Vice President, Treasurer, and Council.

NOTE: A Member may nominate a representative from his own organization if he so wishes.

(b) Each Council Member may appoint an alternate subject to the approval of the Council immediately after his election. A person so appointed as an alternate shall act as such only during the term of office of the appointing Council Member. An alternate Council Member shall be entitled to attend all meetings of the Council not attended by the Council Member whose alternate he is, and at any such meeting he shall have and exercise all the powers of such Council Member.

(c) A casual vacancy may be filled by the Council but the person so appointed shall only office till the term of the Council expires.

(d) Council shall consist of the President, Vice President, Treasurer, and eight (8) other Ordinary Members. While the President, Vice President, and Treasurer must reside in Malaysia, it is sufficient for the eight (8) Council Members to have management control over their respective member organisations' operations in Malaysia. However, they must appoint an alternate from their organisation who resides in Malaysia and will be available to represent them when physical presence is required.

(e) Meetings shall take place at the discretion of the President and 6 members shall form a quorum. A meeting of the Council shall be called on the requisition in writing by any 4 of its members.

(f) Each Council Member shall be entitled to one vote, but the Chairman at any Meeting shall have an original as well as a casting vote.

(g) The proceedings of all Council Meetings shall be entered in a Minute Book which shall be signed by the Chairman as a true record at the next succeeding Council Meeting.

h) For the avoidance of doubt, the office of a Council Member shall be vacated if:

(i) The Member ceases to be a Member of the Association; or

(ii) Any General Meeting of the Association resolves so; or

(iii) The Member resigns from office by giving written notice to the Council; or

(iv) The Member is absent for three (3) consecutive meetings of the Council.

### **CLAUSE 13 POWER OF THE COUNCIL**

(a) The Council shall have absolute power to regulate, manage and control all the affairs of the Association (including power to make bye-laws not inconsistent with these Rules) and to carry out its objects (subject only to the Rules) and may exercise all such powers and do all such acts and things as may be exercised or or done by the Association and are not hereby or by law expressly directed or required to be exercised or done by a General Meeting of the Association and no resolution passed at any such General Meeting shall invalidate any prior act of the Council which would have been valid if such resolution had not been made.

(b) The Council shall have discretionary power to issue a written caution to any Member for any of the reasons contained in Rule 10, instead of expelling a Member.

(c) The funds of the Association shall be under the control of the Council, who shall cause an account to be opened with a Bank in Malaysia into which all monies belonging to the Association be paid, and all cheques drawn on the said account shall be signed by the President and counter-signed by the Vice-President or the Treasurer.

(d) A Secretary or firm of Secretaries and a Treasurer or form of Treasurers shall be appointed by the Council for such period at such salary or honorarium and on such conditions as may from time to time be determined by the Council and they shall act under the general direction of the President or, in his absence, the Vice President, and shall be responsible only to the Council and save as herein provided, they shall not be obliged to carry out any wishes or instructions of individual Members. They shall attend all Council and General Meetings but shall have no vote.

(e) The Council shall have the power to appoint committee/sub-committees from amongst Ordinary/Associate/Affiliate Members the officers of such committee/sub-committees being from amongst the ordinary members on the committee/subcommittee. The committee/subcommittee shall have the power to co-opt.

### **CLAUSE 14 GENERAL MEETINGS**

(1) The Annual General Meeting of the Association shall be held at least once a year not later than 30th April, at such time and place as may be expedient.

(2) ANNUAL. Should the Council fail to call an Annual General Meeting such meeting shall be called by the Secretary on the requisition in writing of any 10 Ordinary members.

(3) EXTRAORDINARY. If the Council deem it necessary or on the requisition in writing of any 15 Ordinary Members duly lodged with the Secretary, the Secretary

shall call an Extraordinary General Meeting.

(4) Twenty-one days' notice at the least of every Annual or Extraordinary General Meeting shall be sent to each Ordinary/Associate/Affiliate member by prepaid post to the address given in the Register specifying the time and place of the meeting and the business to be transacted thereat. Copies of audited accounts for the previous year shall be circulated with the Notice convening the Annual General Meeting to Ordinary/Associate Members.

(5) The accidental omission to give Notice of a General Meeting to or the non-receipt of such notice by any person entitled to receive such notice shall not invalidate any resolution or business transacted at that Meeting.

(6) The quorum at a General Meeting shall be twice the number of the Council Members being Ordinary Members present personally or by proxy.

(7) The business of an Annual General Meeting shall be:-

- a) To receive the Councils Report and Accounts for the previous year together with the Auditors' Report thereon and if approved to pass them.
- b) To elect a President, Vice-President and Council once in every two years.
- c) To appoint Auditors.
- d) To fix the amount of the entrance fee to be charged during the next financial year.
- e) To fix the amount of the Annual Subscription for the next financial year.

(8) All business other than that stated above shall be conducted at an Extraordinary General Meeting and shall be known as special business.

(9) Each Ordinary Member present personally or by proxy shall be entitled to one vote. In the event of equality of votes the Chairman of the meeting shall be entitled to a casting vote in addition to his own vote as an Ordinary Member.

(10) Resolutions duly proposed and seconded at an Annual General Meeting shall be decided by a simple majority on a show of hands.

(11) Resolutions duly proposed and seconded at an Extraordinary General Meeting shall be decided by a majority of those present and entitled to vote thereon.

(12) The President of the Association shall preside as Chairman at every General Meeting; but if he shall not be present within fifteen minutes after the time appointed for holding the meeting then the Vice-President shall present may choose another Ordinary member of the Council to take the Chair or if no Council member be present the Members may then choose some other Ordinary Member present to president.

(13) The proceedings of all General Meetings shall be entered in a Minute Book which on being signed by the Chairman at the next General Meeting as true record shall be conclusive evidence of the business done and passed at the aforesaid General Meeting.

(14) All outstanding subscriptions must be paid before the nomination papers are returned to the Secretariat for the nominations to be considered valid.

#### **CLAUSE 15 PROXIES**

At all general meetings of the Association, Ordinary members entitled so to do, may vote personally, or by their nominee, or by proxy.

#### **CLAUSE 16 ACCOUNTS & AUDIT**

(a) The Council shall cause true accounts to be kept of all sums of money received and expended by the Association and the matters in respect of which such receipt and expenditure takes place.

(b) The financial year of the Association shall end on the 31st December in each year.

(c) At the Annual General Meeting held in each year the Council shall lay before the Members a true Balance Sheet and Income and Expenditure Account made up to the 31st December than preceding. The Accounts and the Income Expenditure Account shall be signed by the President, or the Vice President, a Member of the Council and the Secretary. The Association shall in addition submit to the Registrar of Societies a Statement of Receipts and Payments for the same period.

(d) Every such Balance Sheet and Income and Expenditure Account shall be accompanied by a report of the Council as to the state and condition of the Association.

(e) Every such Balance Sheet and Income and Expenditure Account shall be audited by a qualified Auditor appointed by the Ordinary Members in Annual General Meeting and the Auditors' Report shall be annexed to every such Balance Sheet and Income and Expenditure Account.

(f) The books of account shall be kept at the Registered Office of the Association or such other place of place as the Council shall think fit.

(g) No expenditure exceeding RM10,000 (Ringgit Ten Thousand Only) at any one time shall be incurred without the prior sanction of the Council, and no expenditure exceeding RM80,000 (Ringgit Eighty Thousand Only) in any one month shall be incurred without the prior sanction of a general meeting. Expenditure less than RM10,000 (Ringgit Ten Thousand Only) at any one time may be incurred by the President together with the Vice President or the Treasurer.

#### **CLAUSE 17 ALTERATION OF RULES**

Any proposed alteration, addition or amendment to the Rules or to any subsequent Rules which may be adopted hereafter shall be submitted to the Council duly proposed and seconded in writing. The Secretary shall thereupon circulate the same to members of the Council which shall make its recommendation thereon, and convene an Extraordinary General Meeting to consider, and if thought fit, to adopt such proposal. The notice convening any such meeting shall set forth the mover's proposal and the reasons therefore which he may have given and the recommendation of the Council in connection therewith. Any proposal which is adopted by resolution passed by a two-thirds majority in a General Meeting shall, subject to prior sanction by the Registrar of Societies, be valid and binding upon all Members.

#### **CLAUSE 18 NOTICES**

(a) All notices sent or required by these Rules to be sent to Members shall be deemed to have been duly served if sent by the Secretary through the post by prepaid letter or postcard addressed to Members at their addresses shown in the Register.

(b) When a given number of days notice is required to be given the day of service shall not, but the day upon which such notice expires shall, be included in such number of days.

(c) Any notice sent by post shall be deemed to have been served on the day after the envelope or wrapper containing the same is posted and in proving service it shall be sufficient to prove that such envelope or wrapper was properly addressed and put into the post office or box.

#### **CLAUSE 19 INDEMNITY**

If any prosecution, action or suit at law be commenced against any member or members of the Council, the Secretary, the Treasurer or any servant or agent of the Association for anything done by him or them in the proper or reasonable discharge of their duty, such person or persons shall be defended and indemnified by and at the cost of the Association from all damages, cost and expenses which may be incidental to or result from such prosecution, action or suit at law and the property and funds of the Association may be applied for such purpose as may be directed by the Council from time to time. Provided, however, that none of such funds shall be applied either directly or indirectly in payment of the whole or part of any fine or penalty imposed upon any person by sentence or order of a Court of Justice.

#### **CLAUSE 20 DISSOLUTION**

The Council may at any time resolve that the Association shall be wound up and dissolved and thereupon an Extraordinary General Meeting shall be convened to

consider and, if thought fit, to pass a resolution that the Association be wound up. Upon such resolution being passed by a majority of not less than three-fifths of the Members present and voting the Council shall call a further meeting not earlier than seven days nor later than twenty-eight days thereafter for the purpose of confirming such resolution and upon such confirmation being passed notice thereof signed by not less than seven Members and by the Secretary shall within fourteen days of the confirmation of the resolution be sent to the Registrar of Societies. Upon such dissolution being registered the property of the Association shall be sold converted into cash and all surplus funds remaining after satisfying all the liabilities of the Association and the costs of winding up shall be distributed among the Members as at the date the passing of the winding up resolution pro rata to the total amount of annual subscription and/ or levies paid by each of such Members respectively.

#### **CLAUSE 21 PAST MASTERS ADVISORY COUNCIL**

The Past Masters Advisory Council shall be made up of an individual who has served at least one full term as President or Vice President . It will be chaired by the current President or Vice President and called upon at the discretion of the President to assist in any matters the President and his council seems fit. It should convene at least quarterly, or as the President deems fit the needs of the moment. Induction to the Past Masters is automatic, subject to acceptance. Past Masters will enjoy the privileges similar to an associate member, with no fees charged and no voting rights

## LAMPIRAN

1. Bendera
  - 
  - Keterangan
  -
2. Lambang
  - 
  - Keterangan
  -
3. Lencana
  - 
  - Keterangan
  -