

## Dues Calculation Information

The information regarding full membership dues is as follows:

**Non-profit organizations** should base their assessed dues on their total annual media-related expenses. For example, this can include but is not limited to:

- advertising budget, including digital marketing, in-house advertising staff, marketing contractors, media buys, such as radio and TV spots, display ads in magazines and newspapers, banner ads on websites
- copywriting
- graphic design
- lead generation
- broadcast production
- creation of materials
- promotions, including social media, mobile and on-line and related website development
- direct mail promotion

**For-profit organizations** should base assessed dues on their total annual media-related revenue generated from their Christian media-related clients.

Members advise us of their correct dues level based on this information, i.e. they self-report what their dues level should be.

Non-profit organizations: For example, based on the chart below if your total annual media-related expenses are from \$0-\$150,000 your annual dues would be \$585; if your total annual media-related expenses are from \$150,001-\$250,000 your annual dues would be \$1,177, and so on.

For-profit: For example, based on the chart below if your total annual media-related revenue generated from your Christian media-related clients is from \$0-\$150,000 your annual dues would be \$585; if your total annual media-related revenue generated from your Christian media-related clients is from \$150,001-\$250,000 your annual dues would be \$1,177, and so on.

## MEMBERSHIP DUES 2025

Annual revenue (For-profit) or  
Media related expenses (Non-profit)

					Annual Payment	Quarterly Payment	Total of Quarterly Payments
A	\$	0	-	150,000	585.00	n/a	n/a
B	\$	150,001	-	250,000	1,177.00	n/a	n/a
C	\$	250,001	-	400,000	1,763.00	n/a	n/a
D	\$	400,001	-	500,000	2,353.00	n/a	n/a

E	\$	500,001	-	750,000	2,938.00	788.00	3,152.00
F	\$	750,001	-	1,000,000	4,115.00	1,103.00	4,412.00
G	\$	1,000,001	-	2,000,000	4,998.00	1,340.00	5,360.00
H	\$	2,000,001	-	3,000,000	7,048.00	1,890.00	7,560.00
I	\$	3,000,001	-	10,000,000	11,750.00	3,150.00	12,600.00
J	\$	10,000,001	-	25,000,000	16,144.00	4,329.00	17,316.00
K	\$	25,000,001	-	+	19,089.00	5,118.00	20,472.00

\*Non-profit organizations should assess dues on their total annual media-related expenses.

\*For-profit organizations should assess dues on their total annual media-related revenue generated from their Christian media-related clients.