



client alert

July 6th Posting:

Commercial Service Fee- clarification

Dear Valued Client,

With reference to our Client Alert dated June 30, 2009, please allow us to clarify when the Commercial Service Fee is due:

1. If you are a 4A's member advertising agency that is a JPC authorizer, the fee applies to all of your clients, regardless of whether they are also JPC authorizers.
2. If you are an agency but NOT a JPC authorizer, the fee applies only to your clients who are ANA member JPC authorizers.

To determine if you are a JPC authorizer, please contact Kathleen Quinn at the 4A's (kathleen@aaaa.org).

To determine if your client is a JPC authorizer, please contact Marilyn Colaninno at Reed Smith (mcolaninno@reedsmith.com).

Talent Partners will include the fee on invoices as per your instructions and remit the fee to the ANA monthly.

Thank you.

chicago
los angeles
new york