



REGISTRATION GUIDELINES

All you need to know about getting
registered as an advertising practitioner

APCON

1/1/2012

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NIGERIAN ADVERTISING LAWS, RULES AND REGULATIONS

REGISTRATION OF ADVERTISING PRACTITIONERS

(i)

A person shall be entitled to be registered as a student member of the profession and being so registered to receive a certificate of registration if he satisfies the Council that he is undergoing a course of study recognized by the Council

(ii)

A person shall be entitled to be registered as an associate member of the profession and being so registered to receive a certificate of registration if:

- (a) Holds a university degree of Higher National Diploma in Mass comm. or other professional qualification
- (b) He is of good character
- (c) He has not been convicted in Nigeria or elsewhere of an offence involving fraud or dishonesty
- (d) He has attained the age of 21 years.

(iii)

A person shall be entitled to be registered as a full member of the profession and being so registered to receive a certificate of registration if:

- (a) He fulfills the conditions for registration under subsection (2) of this section and ...
- (b) He satisfies the Council that in the five years immediately preceding that date of his application, he has been in continuous active practice as an advertising practitioner either alone or in partnership with other advertising practitioners

(iv)

A person shall be entitled to be registered as a fellow of the profession and being so registered to receive a certificate of registration if:

- (a) He fulfills the conditions for registration under subsection (2) or (3) of this section and ...
- (b) He satisfies the Council that in the fifteen years immediately preceding that date of his application, he has been in continuous active practice as an advertising practitioner either alone or in partnership with other advertising practitioners and has in the opinion of the Council made significant contributions to the advertising profession (1992 No. 93)

(v)

The Council may in its absolute discretion provisionally accept a qualification produced in respect of application for registration under this section or direct that the application be received within such a period as may be specified in the direction.

(vi)

The Council shall, from time to time, publish in the Federal Gazette particulars of the qualifications for the time being accepted for registration.

PRIVILEGES OF REGISTERED PERSONS & Offences Of Unregistered Persons

(i) Appointment not to be held by unregistered person

Subject to the provisions of this Act, no person, not being registered in accordance with this Act, shall be entitled to hold any appointment in the public service of the Federation or of a State or in any public or private establishment, body or institution, if the holding of such an appointment involves the performance by him in Nigeria of any act pertaining to the profession for gain.

(ii) Prohibition of a person falsely professing to be a registered person

Any Person , not being registered in any register established under section 11 of this Act, who holds himself out to be so registered or uses any name, title, description or symbol calculated to lead nay person to infer that he is so registered, shall be guilty of an offence and liable conviction for a first offence:

- (a) To a maximum fine of N1000 or to imprisonment for six (6) months.
- (b) For a second or any subsequent offence to imprisonment for not less than one year or a maximum of three (3) years

REGISTRATION

MEMBERSHIP CATEGORIES

Registration is all about being registered with and becoming members of the Advertising Practitioners Council of Nigeria. There are four different categories of membership:

- Student Membership
- Associate Membership
- Full Membership
- Fellow Membership

WHAT ARE THE BENEFITS OF BEING REGISTERED

Being registered to prThere are quite a number of benefits to registered members, which includes:

- Free access to a well equipped library which holds all information about advertising in Nigeria and all legal advertising practitioners.
- First hand information on yearly APCON organised events and training programmes

A great advantage to your Resume, opens more job opportunities.

HOW DO I GET REGISTERED?

There are four different categories to be registered into:

- Student Membership
- Associate Membership
- Full Membership
- Fellows

Prospective members with a 1st degree in; mass communication, graphic arts, fine arts, marketing or advertising from an APCON accredited university automatically qualifies to apply for the associate member category. Those who studied the same courses from University which **are not** APCON certified would be required to send in their transcripts, which would be assessed, approved or disapproved by the education committee.

Prospective members with backgrounds other than those listed above would be required to register as student members and enrol for the Professional Diploma Degree. This is an 18 month programme which is divided into 3 different parts.

WHAT ARE THE NECESSARY DOCUMENTS?

Copies of education certificates, 2 passport photographs and one major form of identification either National passports and National ID cards

HOW MUCH DOES IT COST?

- | | |
|---|----------|
| • Student Membership form | - 3000 |
| • Enrolment into for the Professional Development program | - 15,000 |
| • Student Membership Form | - 3000 |
| • Examination Form | - 6000 |
| • ID Card | - 500 |
| • Syllabus | - 500 |
| • Study Pack | - 5000 |
| • Associate member Form | - 15,000 |

WHERE CAN I GET REGISTERED?

Registration can be done on-line and at any of our APCON offices listed on page 9.

WHAT ARE THE LEGAL IMPLICATIONS OF NOT BEING REGISTERED BUT PRACTICE

Illegal practitioners are liable to face the disciplinary committee, hence facing the the risk of loosing their current job position or jail term.

UPGRADES

MEMBERSHIP UPGRADE INFORMATION

With effect from the 1st of August 2008, registered practitioners seeking upgrading are required to meet the criteria below:

- They should have maintained a regular pattern of payment for practice fees in their current categories
- Those seeing upgrading to full membership should have attended a number of training seminars /workshops organized by APCON or other recognized training organizations.

They are to accompany their completed upgrading application forms with a refundable pre-payment as described below:

PARTICULARS	ASSOCIATE MEMBERSHIP	FULL MEMBERSHIP
Registration fee	10,000	5,000
Practice fee for one year	5,000	10,000
Induction fee (including dinner)	16,500	16,500
Secretariat Development levy	7,500	6,000
Plaque	15,000 (optional)	20,000 (optional)
Code of Advertising Practice	5,000	5,000
Register of Ad practitioners	5,000	5,000
Nigerian Laws and Ethics Rules & Regulations	1,000	1,000
Hand Seal	10,000	10,000
Stamp	5,000	5,000
Lapel Pin	1,500	1,500
TOTAL	81,500	85,000



PROFESSIONAL
DIPLOMA
In **ADVERTISING**



For more information, please call:

Joe - 01- 730 0789 Tolu - 0805 299 0001
Jide - 0802 304 7054 Eshiet - 0703 188 7240



2012 Training Programme

Check 'SERVICES' for more information

www.apcon.gov.ng



**IT'S AN OFFENCE
TO PUBLISH OR AIR ADS
WITHOUT CLEARANCE**
FROM THE ADVERTISING STANDARDS PANEL (ASP)

CAUTION

**PARTNER
With
APCON**

Partner with APCON to avoid:

- Sals or misleading statements, visual or verbal exaggerations
- Unqualified or spurious testimonials, including reviews
- Misleading price claims
- Comparisons that unfairly disparage a competitive product or service

We urge you to contact us if you see, read or hear adverts that seem to contain such claims

01 - 894 1202





Contact Us

ABUJA:

26 Ajose Adeogun, behind Peace Motor Park, Utako District Tel: (09) 870 7917 0803 315 2397
email: infoabuja@apcon.gov.ng

LAGOS:

APCON House
National Theatre Annex, Iganmu, Lagos P.O. Box 50648 Ikoyi, Lagos
Tel: (01) 773 3308 email: infoagos@apcon.gov.ng

ENUGU:

1 Ogbaru Street, Independence Layout, Enugu Tel: 0803 590 0078
email: infokano@apcon.gov.ng

KADUNA: G11, Mammam Jalo Road, 1st floor, Mamman House, Opp. NDA Bus stop, Uguwan, Kanawa, Kaduna
Tel: 0806 605 9815
email: infokaduna@apcon.gov.ng

OWERRI:

Imo State Mini Arts Gallery Block, Orlu Road Secretariat P.O. Box 1570, Owerri, Tel: 0802 321 4054
email: infoowerrri@apcon.gov.ng

PORT HARCOURT:

50 Aba Port Harcourt Express Road, By Artillery Junction, Port Harcourt
Tel: 0803 076 5891 email: infoh@apcon.gov.ng

KANO:

Plot C14, Eastern bypass Hotoro-Arewa, Kano Tel: 0803 590 0078
email: infokano@apcon.gov.ng