

ZAAPA Membership Application Criteria Checklist (2026)

Annual Membership fee: \$500

Submit application: membership@zaapa.co.zw / secretariat@zaapa.co.zw

No.	REQUIREMENT	Y/N
1	Applicants seeking ZAAPA membership as a registered Advertising Agency must have a minimum of two (2) years of experience in the marketing and advertising industry, along with relevant qualifications from an accredited university or college. The application must include a valid tax clearance certificate (dated within the past 3 months), company incorporation documents, an organizational chart, and certified copies of directors' identification documents.	
2	Applicants must demonstrate having secured a minimum of three (3) clients, each with an annual media spend of at least USD \$50,000. This must be supported by official client letters, each signed by the Chief Marketing Officer, Head of Marketing, or Head of Procurement, and printed on the respective client's letterhead.	
3	Applicants must provide a bank comfort letter from their financial institution(s), attesting to sound financial standing and good conduct.	
4	Once approved, member agencies may trade under ZAAPA and are entitled to earn the standard 16.5% ADMA commission as part of media buying service provision. Membership is subject to annual renewal. It is mandatory for all member agencies to collect and remit a 1.5% levy from the ADMA commission to the Zimbabwe Advertising Research Foundation (ZARF).	
5	Applicants are required to submit a copy of membership certificate to Marketers Association of Zimbabwe (MAZ).	
6	Applicants must submit a minimum of four (4) positive trade references from current or recent clients, attesting to the agency's professionalism, creativity, and effectiveness in delivering results.	
7	All directors' full details must be disclosed. Additionally, there must be no conflicts of interest, including directorships or shareholding links between the applicant agency and any client or client personnel. The same applies to associations with media businesses.	
8	The agency must employ at least three (3) full-time staff members. This staffing requirement ensures the agency can professionally deliver on its core service areas, including Client Service, Digital, Media Buying, Creative, and Copywriting.	

