Certification Application Process

▪ Conduct all required auditing as specified within POCMA Verification and Validation Guidance.

▪ The POCMA approved Third-Party Auditing Company will complete all Network and Campaign POCMA Verification and Validation Certification Forms on behalf of the POC media vendor. The submission must include separate POCMA Verification and Validation Certification Form(s) for each third-party auditing company used by the media vendor.

▪ All signed POCMA Verification and Validation Certification Forms must be submitted to the Executive Director.

▪ Upon confirmation of the Certification Form, the POC media company will receive an invoice from the POCMA for the application fee.

Price per Network	General Member	Associate Member	Non-Member
1-5 Networks	$1,000	$3,000	$6,000
6+ Networks	$800	$2,400	$4,800

*Example: If a member media company has 7 product lines to certify, the first 5 audits cost $1,000 and then all audits 6+, are $800

▪ Once the payment is received, the POCMA Executive Director will provide the POCMA Certification Seal.

▪ All company product lines that have obtained the POCMA Certification Seal will be included as such on the POCMA website (https://www.pocmarketing.org).

▪ A POC media company may apply for certification at any time provided the requirements and certification process are fulfilled as outlined in this document.

Appropriate Use of the POCMA Certification Seal

The POCMA Certification Seal is only permitted when authorized by the POCMA Executive Director for the specific product line that met the criteria. When using the POCMA Certification Seal, the media company must indicate which product line received the Seal based on how it appears in the audits completed by the POCMA-approved auditing companies. In addition, the data or statements must be presented in such a manner that gives the reader the same sense or interpretation as the original audit report(s). At no point should the POCMA Seal be shown alone without the proper context of the product line that met the criteria.