

# Mid-Atlantic Community Papers Association MEMBERSHIP APPLICATION

P. O. Box 408, Hamburg, PA 19526 • 1-800-450-7227 (610) 488-7774 Fax (610) 743-8500

## APPLICATION FOR MEMBERSHIP

I/We, have examined the Membership Requirements and Code of Ethics of the Association, hereby make application for membership in Mid-Atlantic Community Papers Association, and submit the following information in support of my/our application:

- a rate card
- coverage map
- twelve (12) copies of my publication(s)
- check for appropriate membership dues

### Nature of Business:

Corporation  Sole Proprietor  Partnership  LLC  Other \_\_\_\_\_

Federal EIN # \_\_\_\_\_ Year Established \_\_\_\_\_

Owner/Parent Corp. \_\_\_\_\_

Contact Name \_\_\_\_\_

Street Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_

Fax No. (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

Web Site \_\_\_\_\_

MACPA Contact Name \_\_\_\_\_

Publisher's Name (s) \_\_\_\_\_

General Manager's Name \_\_\_\_\_

Art Director's Name \_\_\_\_\_

### Business References (3):

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

I hereby apply for membership to the Mid-Atlantic Community Papers Association. I have read and agree to the requirements of membership.

Signed: \_\_\_\_\_

Sponsoring Member Publication (if applicable) \_\_\_\_\_

## MEMBERSHIP DUES

MACPA/MACNET MEMBERSHIP - - - - -\$150  
Includes all membership benefits listed on the reverse side + CVC Audits/Readership Surveys with the following portion paid by the Association:  
Weekly publications 100% of the audit paid, Twice Monthly 50% of the audit paid & Monthly 25% of the audit paid. ONLY ONE AUDIT PER PARENT COMPANY.  
(Audits required to participate in the network.)

MACPA MEMBERSHIP ONLY - - - - -\$300  
Includes only membership benefits listed under All Members section on the reverse side. Audits and other benefits will be available at Association cost and will be paid by the member.

Publication Name \_\_\_\_\_

Establish Date of Publication \_\_\_\_\_

Circulation \_\_\_\_\_

### Frequency

- Weekly  Twice Weekly  
 Twice Monthly  Monthly

### Type of Publication

- Shopper - more than 80% advertising  
 Community Newspaper - more than 30% news  
 Specialty Paper - focusing towards a particular audience of readers (i.e. Real Estate, Seniors, etc.)

\_\_\_\_\_% Advertising \_\_\_\_\_% Editorial

### ADDITIONAL PUBLICATION:

Publication Name \_\_\_\_\_

Establish Date of Publication \_\_\_\_\_

Circulation \_\_\_\_\_

### Frequency

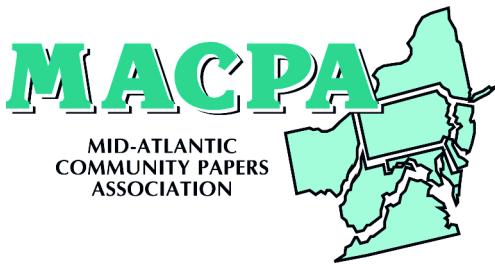
- Weekly  Twice Monthly  Monthly

### Type of Publication

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 Specialty Paper - focusing towards a particular audience of readers (i.e. Real Estate, Seniors, etc.)

\_\_\_\_\_% Advertising \_\_\_\_\_% Editorial

(For more publications please attach an additional application form.)



# Mid-Atlantic Community Papers Association

P.O. Box 408 Hamburg, PA 19526

1-800-450-7227 (610) 562-5480 Fax (610) 562-9511

## MEMBERSHIP REQUIREMENTS:

- o Published in the Mid-Atlantic Region, including in the states of VA, WV, MD, DE, OH, PA, NJ and NY
- o 75% of published print revenue of the parent company is from free circulation publications
- o Published at stated intervals with a minimum of 12 and a maximum of 110 issues per edition per publication per year
- o Displays continuity of title and nature of content from issue to issue
- o Business practices conform to MACPA's Code of Ethics
- o Circulated/distributed separate and apart from any other publication

## MEMBERSHIP BENEFITS:

### All Members Receive:

- Free Subscriptions to Trade Publications such as Mouser Report & Free Paper Publisher. A \$60 value.
- Reduced rates on other member benefits such as the Advertising Workshop with John Foust, valued at \$395... Yours for only \$50. A \$395 value.
- Automatic listing on [www.srds.com](http://www.srds.com). Standard Rates and Data Service website.
- [www.macpa.net](http://www.macpa.net) and [www.macnetonline.com](http://www.macnetonline.com). Online resources for you and your customers
- S.C.A.M. Alerts. Through our S.C.A.M. Alerts we will let you know about potential credit risks.

### MACPA/MACnet membership will also receive...

- Compensation based on your circulation and publishing frequency.
- One FREE room at our Biannual Conferences, a value to you of more than \$150.
- One FREE registration for you, the publisher or your representative, to our Biannual Conferences, a value to you of more \$100.
- Reduced rates for all other registrations to the Biannual Conferences. Our normal rate is \$90. Our MACnet publisher rate is \$20.
- Additional training sessions offered to you and your employees at no charge.

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## Code of Ethics for All Members of MACPA and MACnet

1. Observe the highest standard of honesty in an all business and personal transactions.
2. Advertise and publish only such circulation and distribution figures as can be satisfactorily substantiated.
3. Advertise and publish current advertising rates, and furnish rate cards to any legitimate business firm upon request. Quote no rate which cannot be earned by any or all advertisers, and not engage in the practice known as double billing.
4. Subscribe fully to the copyright principle, and respect the copyrights of others to the same extent which we expect others to respect our own copyrights.
5. Not knowingly permit the use of any false titles, confusing technical date, descriptions, misleading or inaccurate terms or claims in any advertising copy appearing in our paper(s).
6. Maintain a spirit of friendly cooperation and assistance toward our fellow craftsmen, and extend a helping hand whenever possible.
7. Continually endeavor to raise and enhance the quality level of our profession. Maintain a dignity of manner in our craft and the services connected with it, and in the appearance of our places of business and all other forms of public contact.
8. Recognize and subscribe to the authority of the Offices and Directors of the Mid-Atlantic Community Papers Association in all matters of interpretation of the Code of Ethics.

**Please complete application on reverse side**