

MEMBERSHIP BENEFITS FROM A TO Z

- A - Annual Circulation/Readership Audits (\$2500 Value)**
Ad Mall - (A brand new membership benefit) AdMall provides your sales team with tools and information to have the competitive edge. MACPA will subsidize your publication for 75% of the annual MACPA rate.
Associate Members - With more than 20 Associate Members to offer your business quality products and services, there's no wonder why our publications are on the cutting edge with technology, customer service, and sales.
- B - Bi-Annual Conferences** - Our Spring Conference (Sales/Publishers) provides our Publications with a way to train their Sales Teams for a fraction of the cost. Our Fall Conference (Publishers/Managers) provides a venue focused on management.
- C - Classified Network** - The Classified Network provides you with content for your classified section to attract local businesses and individuals to advertise, additional revenue stream, and a FREE classified valued at over \$475.
- D - Display ads** - Yes, MACnet will represent your publication to advertising agencies throughout the United States and will sell advertising for your publication at your local open rate. We only ask that you provide the space at 70% of our local open rate.
DON - Display Online Network. DON provides those advertisers interested in Banner advertising with a marketing program that works.
- E - Earn revenue through our networks.** Our publisher commission of 50% on our classified network provides you with an additional revenue stream. All other networks provide a 15% commission.
- F - *Free Room and Registration at every Spring and Fall Conference.** (\$300-\$500 Value) *MACPA/MACnet Publishers only!
Free Paper Week - The third week of March is our time to celebrate "Free Paper Week". It provides you with a way to say Thank You to your customers, employees, and readers. MACPA provides logos, ads, data, and ideas to help celebrate.
Free dues - Extend a hand of friendship by signing up a new regular member and your dues are FREE for the following year.
- G - Golf** - Join the golf outing at each one of our meetings on Friday morning. Its an outstanding way to network.
- H - House 2 House 2x2 Network** - Earn additional revenue through our 2x2 network. We offer advertisers with a pre-determined network and one where they can pick and choose the publications they would like to advertise in.
- I - Interlace Communications** - The staff of Interlace Communications provides you with professional, personal service when you call the MACPA/MACnet office. Alyse, Vicki, Kasey and Ella are here to serve you.
Internship Program - The Bill Mitten Memorial Internship Program provides two publishers with \$1,500 towards the hiring of an intern, one is awarded for spring-summer and one for fall-winter sessions.
- J - Jim Haigh, Government Relations Consultant** - Jim provides a watchful eye on legislation that affects our publishers throughout the Mid-Atlantic Region.
- K - Kevin Slimp with BrainCast** - Your graphic department will thank you for introducing them to Kevin Slimp. Through BrainCast and Graphic Training Sessions at Conferences, your graphic department will get up to speed on conversion and manipulations of pdfs as well as training with Photoshop, In-Design, Digital Photography, Flash, and much, much more. Members of MACPA receive discounts on Kevin's BrainCast webinars.

Our Mission.....
To help our members prosper through effective training, education, networking and promotion.

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- L - Legal Council** - As part of your membership benefits, Cynthia Sanders, Attorney for Ober/Kaler will provide you with a half-hour session FREE of charge.
- M - MACnet** - MACnet represents your publication to advertisers and media buyers through its print and online networks. See www.macnetonline.com for more details.
- N - Newsletter** - Each month you will receive an E-Newsletter. The MACPA Messenger is packed with membership benefit information and the MACnet Messenger is filled with information about our networks. You'll look forward to reading the Messenger.
- O - One Word, Two Word, Hyphenated** - Is the word really hyphenated? This tiny book is a great resource for your classified staff when they have one of those customers that just insists on hyphenating everything to save on word count.
Office Party - Sign two new regular members and you and your staff will have an office party on us.
- P - Professional Speakers** - MACPA looks for quality, professional speakers to bring to their conferences.
PaperChain - PaperChain is the branding arm of our industry. PaperChain represents your business at tradeshow like AAF, AAAA, and DMA and through marketing efforts to more than 15,000 media buyers nationwide. They are the "Got Milk" of free papers.
- Q - Quarterly Compensation** - Quarterly Compensation checks are sent to you March, June, September and December when you place the classifieds in your publication for MACnet.
- R - Regional Training** - Can't get to the conferences? We'll come to you. We hire a speaker to travel across the region training your staff.
- S - SCAM Alerts** - We provide you with a way to be alerted of undesirable advertisers through our national SCAM alert system.
SRDS - Each year MACnet markets your business through the Platinum Program with SRDS.
Store - (Watch for more details)
- T - Trip** - \$150 towards travel when you sign up three new regular members.
Training! Training! Training!
- U - United** with a group that knows what you are going through. Networking is the key!
- V - Valuable opportunity** to learn more about MACPA and MACnet through becoming a member of the Board or joining one of our many committees.
- W - Website Design Assistance** - One of our Strategic Initiatives is to help members with the Website Design. Watch the Messenger for more details.
Website Design Contest - Our Fall Conference recognizes the best of the best with Website Design in 4 difference Categories.
www.macpa.net & www.macnetonline.com
- X - Xtra special** - That's how you will feel when you get involved in everything MACPA and MACnet has to offer.
- Y - Your MACPA & MACnet Board of Directors** - This team of 18 people are the driving force behind the success of MACPA. Please thank them for their many hours of volunteerism.
- Z - ZZZZ** - A great night's rest at our Bi-Annual Conferences in some of the best beds this side of Kansas. It's been said that one of our past presidents is a pillow thief.

We are always looking for quality membership benefits to offer our members. Give us a call with your ideas and comments.