

Mid-Atlantic Community Papers Association MEMBERSHIP APPLICATION

P. O. Box 408, Hamburg, PA 19526 • 1-800-450-6631 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

\$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.)

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

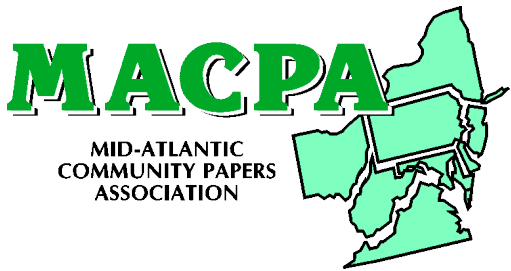
Shopper - more than 80% advertising

Community Newspaper - more than 30% news

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

_____% Advertising _____% Editorial

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



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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:

- Reduced rates on other member benefits.
 - Automatic listing on www.srds.com. Standard Rates and Data Service website. (Kantar Media)
 - www.macpa.net and 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 ad risks.
 - Compensation based on your circulation and publishing frequency for qualifying ads in the network.
 - One FREE registration for you, the publisher or your representative, to our Annual Conferences, a value to you of more \$200.
 - Additional training sessions offered to you and your employees at no charge.
- And much more. (Check out www.macpa.net for our benefits from A to Z.)

Code of Ethics for All Members of MACPA and MACnet

1. Observe the highest standard of honesty in 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