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# ALTERNATIVE PUBLICATION MEMBERSHIP APPLICATION

Date \_\_\_\_\_

Publication \_\_\_\_\_ Date Established \_\_\_\_\_  
(Eligible for membership after six continuous months of operation.)

Corporation Name \_\_\_\_\_ Top Executive \_\_\_\_\_

Top Executive Title \_\_\_\_\_ Email Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ County \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_ Publication Email Address \_\_\_\_\_

Frequency:  Daily  Weekly  Biweekly  Monthly  Bimonthly If Daily:  Morning  Evening

Publication Day(s):  Monday  Tuesday  Wednesday  Thursday  Friday  Saturday  Sunday

Type:  Magazine  Alternative Publication Describe: \_\_\_\_\_

Total Circulation:  Paid \_\_\_\_\_  Free \_\_\_\_\_

Verification:  AAM  P.O.  Sworn  Other \_\_\_\_\_

National Advertising Rate (cost per inch): \$ \_\_\_\_\_

*Please include a copy of your rate card for filing purposes.*

Subscription Fee Per Copy: \_\_\_\_\_ Subscription Fee Per Year: \_\_\_\_\_

Additional publications published out of this office: \_\_\_\_\_

**Our publication(s) understand(s) that, in the event membership dues are not paid within three months of being invoiced, the Pennsylvania NewsMedia Association may, in its discretion, suspend services and/or deduct membership dues from reimbursements or rebate checks due to the publication(s).**

Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_

## Membership in the Pennsylvania NewsMedia Association entitles you to the following publications:

- Headlines & Deadlines** — A weekly e-newsletter containing the latest on PNA and industry news.
- Insight** — PNA's quarterly marketing and research newsletter.
- PA News Media Directory** — An annual listing of PNA member profiles and contact information.

Please mail this application to the address below along with **three distinct copies** of your publication, on separate dates, for processing and filing purposes.

For questions, contact Mary Firestone, Manager, Meetings & Member Services, at (717) 703-3069 or maryf@pa-news.org.



# KEY CONTACTS

Please provide a main contact for the following areas:

**EXECUTIVES:**

**(President, Publisher, GM, etc.):**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**ADVERTISING:**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**EDITORIAL:**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**CIRCULATION:**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**DIGITAL:**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**MARKETING:**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**PRODUCTION:**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**IT:**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**HUMAN RESOURCES:**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**ANNUAL DUES RECIPIENT:**

**(Receives annual dues invoice)**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**DATA VERIFICATION CONTACT:**

**(Updates company information each year)**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**ADDITIONAL CONTACTS:**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_



# ANNUAL DUES SCHEDULE

No payment is necessary at this time. You will be invoiced for an amount that is prorated according to application date.

(Please contact the Membership Manager at 717-703-3069 to calculate correct dues amount.)

## REGULAR NEWSPAPER & ALTERNATIVE PUBLICATION MEMBERSHIPS

(Circulation + Advertising = Annual Dues)

Minimum Annual Dues = \$100

### Circulation

DAILIES	
Circulation Size	Rate
First - 10,000	\$0.05
Next - 20,000	\$0.02
Next - 20,000	\$0.01
Next - 50,000	\$0.008
Over - 100,000	\$0.005

WEEKLIES	
Circulation Size	Rate
First - 3,000	\$0.04
Next - 3,000	\$0.0266
Next - 4,000	\$0.015
Next - 20,000	\$0.01
Next - 20,000	\$0.00625
Next - 50,000	\$0.005
Over - 100,000	\$0.002

BIWEEKLIES	
Circulation Size	Rate
First - 3,000	\$0.04
Next - 4,000	\$0.03
Next - 5,000	\$0.025
Over - 13,000	\$0.015

### Advertising

**Dailies** pay for 60 inches of advertising at the national rate. **Weeklies** pay for 35 inches of advertising at the national rate. **Biweeklies** pay for 15 inches of advertising at the national rate. This amount is added to the circulation dues.

NOTE: Weekly groups with a combination advertising rate may use this rate in calculating dues rather than individual national rates. Also, morning/evening combination advertising rates should be used in calculating dues for morning/evening combination papers. A \$100 flag fee is charged for each flag.

### Combined Circulations

This system factors in Saturday and/or Sunday editions. Total Circulation is divided by number of days published.

## MONTHLY & BIMONTHLY NEWSPAPER & ALTERNATIVE PUBLICATION MEMBERSHIPS

(Dues based on circulation only.)

Minimum Annual Dues = \$100

MONTHLIES	
Circulation Size	Rate
First - 5,000	\$0.04
Next - 10,000	\$0.03
Over - 15,000	\$0.02

BIMONTHLIES	
Circulation Size	Rate
First - 5,000	\$0.02
Next - 10,000	\$0.015
Over - 15,000	\$0.01

## BUSINESS JOURNAL MEMBERSHIPS

(Dues based on circulation only.)

DAILIES	
Circulation Size	Rate
First - 2,000	\$0.16
Next - 3,000	\$0.15
Next - 3,000	\$0.14
Next - 3,000	\$0.13
Over - 11,000	\$0.12

WEEKLIES	
Circulation Size	Rate
First - 2,000	\$0.10
Next - 3,000	\$0.09
Next - 3,000	\$0.08
Next - 3,000	\$0.07
Over - 11,000	\$0.06

BIWEEKLIES	
Circulation Size	Rate
First - 2,000	\$0.07
Next - 3,000	\$0.06
Next - 3,000	\$0.05
Next - 3,000	\$0.04
Over - 11,000	\$0.03

MONTHLIES	
Circulation Size	Rate
First - 2,000	\$0.05
Next - 3,000	\$0.04
Next - 3,000	\$0.03
Next - 3,000	\$0.02
Over - 11,000	\$0.01