

APPLICATION FOR NNA ALLIED MEMBERSHIP

COMPANY		URL	
PRIMARY CONTACT		TITLE	
ADDRESS	CITY	STATE	ZIP
PHONE	FAX	E-MAIL	

My company specializes in (circle all that apply):

- | | | | |
|------------------------|------------------------|----------------------|--------------------|
| advertising | equipment parts | mobile | press |
| archiving | & supplies | news, information | rebuilt & used |
| brokers & appraisers | ink & recovery systems | & wire services | equipment |
| circulation | insurance | newsprint & handling | recycling/waste |
| classified | Internet/new media | photographic | handling |
| consultants & training | mailroom systems & | equipment | software |
| editorial | equipment | post-press | syndicate services |
| human resources | marketing/research | pre-press | Other: |

Description:

Please describe your company, products and services in the space provided below (maximum 30 words).

Payment Information:

- YES we want to join NNA as an Allied Partner at the rate of \$5,000
- YES we want to join NNA as an Allied Member at the rate of \$500
- Check is enclosed (make check payable to NNA)
- VISA MasterCard AMEX

ACCOUNT NUMBER	EXPIRATION DATE
NAME ON CARD	BILLING ADDRESS
	SIGNATURE

NNA Allied Membership

...your connection to community newspapers



Established in 1885, the National Newspaper Association (NNA) is a not-for-profit trade association representing the owners, publishers and editors of America's community newspapers.

NNA's mission is to protect, promote and enhance America's community newspapers. Today, NNA's 2,000 members make it the largest newspaper association in the United States.

National Newspaper Association

PO Box 7540
Columbia, MO 65205-7560

Phone: (573) 882-5800
E-mail: membership@nna.org
Web: www.nna.org



Return this form with payment to:
NNA, PO Box 7540, Columbia, MO 65205-7540
membership@nna.org • Phone: (573) 882-5800 • Fax: (573) 884-5490

Receive more than \$10,000 in benefits with your NNA membership!

- ✓ **Trade Show Booth.** NNA hosts an annual convention & trade show each fall for more than 350 owners, publishers and senior staff from community newspapers around the country. As a member, you will enjoy discounted booth rates.
- ✓ **Priority Booth Selection.** The exhibitor prospectus is e-mailed to Allied Members and those who exhibited in the prior year's show two weeks in advance of the prospect list, giving you priority booth selection. You will also have priority notice of convention sponsorship opportunities.
- ✓ **Publishers' Auxiliary & rE-print.** NNA's premier publications keep our members abreast of what's happening in the industry. Members say Publishers' Auxiliary is the No. 2 reason they join NNA. As a member you will receive complimentary subscriptions.
- ✓ **Advertising.** Based on your membership level, receive discounts on classified and display advertising, vendor announcements in rE-print, logo buttons and rotating ads on NNA's web site, nna.org.
- ✓ **Mailing lists.** As a member, you can rent the NNA membership list at a substantial discount.
- ✓ **Acknowledgements.** Your company will be highlighted twice a year in Publishers' Auxiliary and will have links from NNA's web page to your company's web site. Partners will receive a free magazine page advertorial per membership year. Partner members will also be highlighted at NNA's annual convention & trade show.
- ✓ **Member Registration Rates.** NNA's Government Affairs Conference gives you a Washington networking opportunity you can't afford to miss, and our annual convention is an opportunity to learn what's hot and of concern to community newspaper executives. You can register for both at discounted member rates. Full registration allows you to mingle with convention attendees on and off the trade show floor.
- ✓ **Newspaper Research.** A portion of Partner memberships funds an annual State of the Community Newspaper Industry survey. As a partner, you will receive your own copy of the results of this survey, packed with insights on community newspaper readership and their buying habits, and a census of the community newspaper universe. Allied members can buy into this program for an additional \$1,500 per year.

Which membership option is best for you?

	ALLIED MEMBER	ALLIED PARTNER
Requirements	None	1) Minimum \$5,000 payment, or 2) Minimum \$5,000 in revenue sharing payments to NNA. First \$5,000 must be paid up front. Must advertise program at least 6 times a year in Publishers' Auxiliary and exhibit at NNA's annual convention (advertising cost is not included in \$5,000)
Trade Show Booth	\$425 discount	\$975 interior booth included, priority booth selection
Mailing List Rental	\$100 savings (50%)	Free mailing list rental one time per year. List must be sent to approved mail house. Value \$200.
Publishers' Auxiliary & rE-print subscriptions	Value \$170 (3 subscriptions)	Value \$340 (6 subscriptions)
Advertising Discounts	5% on display & 10% on classified	10% discount off display and classified rates. For example, a \$203 savings per ad on a 12x full page black & white contract. Value \$2,436
Member Rates	Meetings & Products	Meetings & Products. Convention \$135 savings. GAC \$50 savings.
Member Ad	Free link	Free logo button with description on member at nna.org benefits page. Value \$2,020
rE-print Ads	None	Free vendor announcement in rE-print 18x's a year. Value \$1,800
Research Project	None	You will be listed as a participating sponsor of NNA's annual newspaper readership results and receive a free copy of the report. Value \$1,500
Member Ads in Publishers' Auxiliary	Listing only	1) Free magazine page advertorial once each year (members will rotate each month) Value \$1,145 2) Free two page insert in Publishers' Auxiliary once per 12 months. Value \$900
Partner Logo	None	Use of NNA Allied Partner logo on your literature and advertising.
Convention Program	None	Enhanced listing in Convention Program identifying your company as a partner. Value \$50
Estimated Value	\$1,000	\$10,800
Your Cost	\$500	\$5,000
POTENTIAL SAVINGS	\$500	\$5,800