

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 | classified | services | newsprint |
| archiving | consultants | electronic tearsheets | printing services |
| brokers & appraisers | content | insurance | technology |
| buying cooperative | e-editions | Internet/new media | web hosting/design |
| circulation | electronic clipping | legal | other: _____ |

Description:

Please describe your company, products and services in the space provided below (maximum of 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	

Return this form with payment to:

NNA, P.O. Box 7540, Columbia, MO 65205-7540
 membership@nna.org • phone: 573-777-4980 • Fax: 573-777-4985

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 2,300+ members make it the largest newspaper association in the United States.

National Newspaper Association

P.O. Box 7540
 Columbia, MO 65205-7540

Phone: 573-777-4980
 E-mail: membership@nna.org



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 sponsorships opportunities.
- ✓ **Publishers' Auxiliary.** NNA's premier publication keeps 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 in Publishers' Auxiliary, logo buttons and rotating ads on NNA's website.
- ✓ **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 website to your company's website. Partner members can take advantage of a free magazine page advertorial in Publishers' Auxiliary.
- ✓ **Member Registration Rates.** Your employees can register at the NNA member rates for any meetings hosted by NNA. Attendance at these meetings allows you to mingle with attendees outside of a trade show environment. 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 membership funds an annual State of 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	\$450 discount	\$950 interior booth included, priority booth selection.
Mailing List Rental	Available at current rate	Free mailing list rental one time per year. List must be sent to approved mail house. Value \$200
Publishers' Auxiliary	Value \$170 (3 subscriptions)	Value \$340 (6 subscriptions)
Advertising Discounts	5% on display & 10% on classified	10% discount off display and classified rates. 12x full page black & white contract. Value \$2,500
Member Rates	Meetings & Products	Meetings & Products.
Member Ad at www.nnaweb.org	Free link	Free logo button with description in Allied member directory on the website benefits page. Value \$250
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 \$2,000
Member Ads in Publishers' Auxiliary	Listing only	1) Free magazine page advertorial in Publishers' Auxiliary, once per 12 months. Value \$1,155 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	\$10,000
Your Cost	\$500	\$5,000
POTENTIAL SAVINGS	\$500	\$5,000