

APPLICATION FOR NNA ALLIED MEMBERSHIP

Company _____ URL _____

Primary Contact _____ Title _____

Email: _____

Address _____

City _____ State _____

Phone _____ Fax _____

My company specializes in ... (check all that apply)

advertising	consultants	newsprint
archiving	content	printing services
brokers & appraisers	e-editions	technology
buying cooperative	insurance	training
circulation	internet/ new media	web hosting/ design
classified	legal	other _____

Company 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, PO Box 13323, Pensacola, FL 32591
 wendy@nna.org • Ph: (913) 461-3721 • Fax: (813) 342-7914

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. NNA is the oldest national organization for community newspapers across the United States, with members in all 50 states.

National Newspaper Association
PO Box 13323
Pensacola, FL 32591-7835

Ph: (850) 542-7087
Email: lynne@nna.org



Which membership option is best for you?

Benefits of your NNA Allied membership!

Trade Show Booth. NNAF hosts an annual convention each fall for 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 email 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. NNAF'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 advertising

in Publishers' Auxiliary, logo buttons and rotating ads on NNA's website. Access the media kit at nna.org/pub/doc/MediaKit_NNAF.pdf

Mailing lists. As a member, you can rent the NNA membership list for one-time use.

Acknowledgements. Your company will be highlighted twice a year in Pub Aux 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.

	ALLIED MEMBER	ALLIED PARTNER
Requirements/ Rate	\$500	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 six times a year in Publishers' Auxiliary and exhibit at NNAF's Annual Convention (advertising cost is not included in \$5,000)
Trade Show Booth	\$450 discount	\$950 booth included, advance booth selection
Mailing List Rental	Available at current rate up to three times/ year for one-time use	Free mailing list rental one time per year
Publishers' Auxiliary Subscriptions	Up to three complimentary subscriptions	Up to six complimentary subscriptions
Website Listing	Listing in Allied Member Directory	Highlighted listing and logo in Allied Member directory.
Advertising Discounts	5% display, 10% classified	10% display & classified
Promotion in Publishers' Auxiliary	Allied member listing	Allied Partner listing
		Free magazine page advertorial in Publishers' Auxiliary, once per 12 months
		Free two-page insert in Publishers' Auxiliary, once per 12 months
		Two full page back cover ads
NNA Logo	Use of NNA Allied Member Logo on your marketing materials	Use of NNA Allied Partner Logo on your marketing materials
Convention Program	n/a	Enhanced listing in Convention Program identifying your company as an Allied Partner
Leadership Summit	n/a	One full registration