



National Newspaper Association

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

Application for Allied Membership

Allied membership in NNA is open to suppliers or vendors primarily affiliated with or doing business with the newspaper industry. For more information about the two types of allied membership, please see our comparison chart on the back of this application or at www.nna.org/eweb/dynamicpage.aspx?webcode=Allied.

Primary Contact Information (Please print)

Name: _____ Title: _____

Organization Name: _____

Mailing Address: _____

Physical Address: _____

City, State, Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

URL: _____

Founding Year: _____

Subscriptions

The primary contact, listed above, will receive a copy of our monthly publication, *Publishers' Auxiliary*. Please list additional individuals below. Membership includes three subscriptions. Additional subscriptions cost \$40 each.

Name: _____ Title: _____

Telephone: _____ E-mail: _____

Name: _____ Title: _____

Telephone: _____ E-mail: _____

Name: _____ Title: _____

Telephone: _____ E-mail: _____

Description

Please provide a description of your company, products and services in the space below, maximum 30 words. This information will be used on the NNA website and in *Publishers' Auxiliary* allied member highlights.

Check One

Yes, we want to join NNA as an **Allied Partner** at the rate of \$5,000, or as an **Allied Member** at the rate of \$500.

Method of Payment

Enclosed, please find my check in the amount of \$_____. Check #_____.

Make checks payable in U.S. funds only to National Newspaper Association.

Charge \$_____ to my American Express MasterCard Visa.

Card # _____ Expiration Date: _____

CVV # _____

Last three digits from number on back of card. For AMEX, use last four digits on front of card.

Print Name: _____ Signature: _____

(As it appears on card)

Mail to: National Newspaper Association, P.O. Box 7540, Columbia, MO 65205-7540 or Fax to: [573] 884-5490.

Comparison Chart

Which Allied Membership is best for you?

	Allied Member	Allied Partner
Trade Show Booth	\$450 discount	\$975 interior booth included, priority booth selection
Mailing List Rental	\$150 savings (50 percent)	Free mailing list rental one time per year. List must be sent to approved mail house. Value \$300
Pub Aux and rE-print Subscriptions	Value \$170 (3 subscriptions)	Value \$340 (6 subscriptions)
Advertising Discounts	5 percent on display and 10 percent on classified	10 percent discount off display and classified rates. For example, a \$225 savings per ad on a 12x full page black and white contract. Value \$2,700
Member Rates	Meetings and products	Meetings and products
Member Ad at nna.org	Free link	Free logo button with description on member benefits page. Value \$40
rE-print Ads	None	Free vendor announcement in rE-print 18 times a year. Value \$1,800
Research Project	None	You will be listed as a participating sponsor of NNA's 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 \$2,030 2. Free two-page insert in Publishers' Auxiliary once per 12 months. Value \$900
Partner Logo	None	
Convention Program	None	Enhanced listing in Convention Program identifying your company as a partner. Value \$50
Requirements	None	Minimum of \$5,000 payment or revenue share payments to NNA plus exclusive discount on product(s) or service(s) to NNA members 1. Minimum \$5,000 payment plus NNA member discount or 2. Minimum \$5,000 in revenue sharing payments to NNA plus NNA member discount Must advertise program at least 6 times a year in Pub Aux and exhibit at NNA's annual convention (advertising cost not included in \$5,000)
Estimated Value	\$1,000	\$10,000
Your Cost	\$500	\$5,000
POTENTIAL SAVINGS	\$500	\$5,000