



# SOUTHEASTERN ADVERTISING PUBLISHERS ASSOCIATION MEMBERSHIP APPLICATION

Date: \_\_\_\_\_

Please Print (If you are renewing your membership only enter information that has changed.)

Name of FREE publication: \_\_\_\_\_

Name of company if different than publication: \_\_\_\_\_

Mailing address: Street/P.O. Box \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code \_\_\_\_\_

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

E-mail: \_\_\_\_\_ Website: www. \_\_\_\_\_

Publisher or GM \_\_\_\_\_ Display Sales Manager \_\_\_\_\_

Classified Ad Manager \_\_\_\_\_ Production Manager \_\_\_\_\_

Circulation Manager \_\_\_\_\_ Accounting Manager \_\_\_\_\_

Month and year paper was established \_\_\_\_\_  
(six months of continuous publication required for membership)

Area Covered by Zip Code:

Zip Code	Town	Amount	Zip Code	Town	Amount
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Day of Delivery \_\_\_\_\_  Carrier  USPS Mail  Rack  Other

Total Circulation \_\_\_\_\_ Circulation Audited?  Yes  No By Whom? \_\_\_\_\_

Display ad rate per column inch \_\_\_\_\_ Display ad deadline \_\_\_\_\_

Color Rate \_\_\_\_\_ Insert rate \_\_\_\_\_

Classified ad rate \_\_\_\_\_ Classified Deadline \_\_\_\_\_

Full Page Image Size: \_\_\_\_\_ inches wide x \_\_\_\_\_ inches high *Application Continued On Back*

SAPA P.O. Box 456, Columbia, TN 38402

**1.800.334.0649**

**Fax 888.334.0649**

## Please Select Your Participation Level as a SAPA Member

### Active Member Participating in the Classified Ad Network

I publish a FREE distribution weekly paper (not a TMC) in the Southeastern U.S. I agree to participate in the Classified Ad Network and publish (within publisher's guidelines) the classified ads faxed or e-mailed to me each week. By publishing 75% of these ads I qualify for a free audit by CVC and AdMall Membership for my entire staff.

### Active Member Participating in the Display Ad Network

I will participate in the Display Ad Network where I can receive camera-ready advertisements to run in my publication at 75% of my open rate. I understand this is also an opportunity to offer regional buys to my customers and generate extra revenue. No selling obligation is required.

### Active Member NOT Participating in Either Network

I publish a FREE distribution weekly paper (not a TMC) in the Southeastern U.S. but I am not interested in participating in the Classified Ad Network or the Display Ad Network.

## **New Members** please send the following required items for membership approval...

- |   |  |
|---|--|
| <input type="checkbox"/> Completed Membership Application | <input type="checkbox"/> \$200 Annual Dues (Tier One)                            |
| <input type="checkbox"/> Circulation Statement            | <input type="checkbox"/> Circulation Coverage Map                                |
| <input type="checkbox"/> Advertising Rate Card            | <input type="checkbox"/> Two current consecutive issues of your free publication |

*I hereby apply for membership in the Southeastern Advertising Publishers Association. I swear we are a free distribution paper (not a TMC) striving for saturation coverage of our market, publishing on a regular basis. We have a printed rate card and do not practice double-billing. We will strive to follow the SAPA Code of Ethics as printed below.*

Signed: \_\_\_\_\_

## *Code of Ethics*

*As a member of the Southeastern Advertising Publishers Association, members pledge themselves and their organization to:*

- Observe the highest standards of honesty in all business transactions and avoid the use of any and all unfair business practices.*
- Advertise and publish only such circulation and distribution figures as can be satisfactorily substantiated.*
- Advertise and publish current advertising rates and furnish rate cards to any legitimate business firm upon request. Quote no rate that cannot be earned by any or all advertisers and will not practice "double billing."*
- Subscribe fully to the copyright principle and will respect the copyrights of others.*
- Not knowingly permit the use of any false titles, confusing technical data, descriptions, misleading or inaccurate terms or claims in any ad copy.*
- Maintain a spirit of friendly cooperation and assistance towards our fellow craftspeople and hold out a helping hand where ever possible.*
- Continually endeavor to raise and enhance the quality level of our profession and maintain a dignity of manner in our craft and the services connected with it, and in the appearance of our places of business and all other forms of public contact.*
- Recognize and subscribe to the authority of the officers and directors of the Southeastern Advertising Publishers Association in all matters of interpretation of this Code of Ethics.*