



To: All SAPA Members  
From: Douglas Fry  
Date: 19 November 2004  
Re: New Dues Structure

At the January Board of Directors Planning Meeting a new dues structure was proposed to begin in 2005. The reason for the change in dues is to allow those members of SAPA that contribute the most to receive the most benefits.

As a result, a two tiered approach was proposed and eventually accepted by the board of directors. The proposed change in structure was discussed and accepted by the membership at the Business Meeting of the Spring Conference in Myrtle Beach, SC.

**Tier One:** The first tier of membership benefits is for those publications that do not participate in the Classified Ad Network but do wish to continue membership in SAPA. The annual dues for members not participating in the network are only \$125. Tier one benefits include: Free membership directory, free conference attendance, access to SAPA media library, free industry publications (SAPAToday and Free Paper INK), free on-site consultation with SAPA executive director, free access to the SAPA web site, opportunity to generate revenue from SAPA's classified network, and free CMYK newsprint color selectors.

The first tier still represents a tremendous value to our members. For only \$125 annually a publication can stay in tune with what is going on in the industry and be part of the most forward-thinking association in the United States.

**Tier Two:** The second tier is for those publishers that run the classified ads in their publications. Tier two benefits include all of the tier one benefits plus: a free CVC circulation audit and readership study, inclusion in the PaperChain national sales effort database, conference room discounts, and no annual membership dues. Yes, you read that correctly. For those members that run 75% of the classified ads and send tearsheets of them each month, there are no dues to pay!

SAPA Headquarters will track all publications and make sure that at least 75% of the classified ads are run on a monthly basis. This means that bi-weekly and monthly publications qualify for the second tier. Simply merge all the ads you receive and eliminate the duplicates. Then run them in your paper and send headquarters the tearsheets.

We have found that many papers run the SAPA ads in one classification or as a display ad. Either way is great as it is easier to locate the ads. Also, you reduce the cost of mailing one page of your publication for 37¢ as opposed to \$1.29 or more for the whole thing.

Please select which level of membership benefits you would like to receive and forward your response to us. We appreciate your participation in SAPA and look forward to another great year.

Sincerely,

*Douglas Fry*

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# 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.

### 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"/> \$125 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.



P.O. Box 456  
Columbia, TN 38402

**Dues Invoice /  
Tier Agreement**

- Tier One - \$125  
*We don't want a free audit but do want basic membership.*
- Tier Two - FREE  
*We agree to run the ads & send tearsheets.*

Publication \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

\_\_\_\_\_  
Signature

# Tier One

Pay Only \$125 per year  
**You Receive**

- Membership Directory
- Free Conferences
- Media Library Access
- SAPAToday
- Free Paper INK
- Free Consultation
- Web Site Access
- CMYK Color Selector

# Tier Two

Run 75% of the Classified Ads  
Send Headquarters tearsheets  
**You Receive**

- Membership Directory
- Free Conferences
- Media Library Access
- SAPAToday
- Free Paper INK
- Free Consultation
- Web Site Access
- CMYK Color Selector
- Free CVC Circulation Audit**
- Conference Room Discounts**
- No Annual Dues**

The Benefits You Receive Are Based On Your Participation Level.  
*Tier One is the Basic Membership Package.*  
**Tier Two is the Extended Benefit Package.**