

# MACPA

MID-ATLANTIC  
COMMUNITY PAPERS  
ASSOCIATION



## Mid-Atlantic Community Papers Association MEMBERSHIP APPLICATION

P. O. Box 408, Hamburg, PA 19526 • 1-800-450-6631 • info@macpa.net • macpa.net

### APPLICATION FOR MEMBERSHIP

I/We, have examined the Membership Requirements and Code of Ethics of the Association, hereby make application for membership in Mid-Atlantic Community Papers Association, and submit the following information in support of my/our application:

- a rate card
- coverage map
- twelve (12) copies of my publication(s)
- check for appropriate membership dues

Nature of Business:

Corporation  Sole Proprietor  Partnership  LLC  Other \_\_\_\_\_

Federal EIN # \_\_\_\_\_ Year Established \_\_\_\_\_

Owner/Parent Corp. \_\_\_\_\_

Contact Name \_\_\_\_\_

Street Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

Web Site \_\_\_\_\_

MACPA Contact Name \_\_\_\_\_

Publisher's Name (s) \_\_\_\_\_

General Manager's Name \_\_\_\_\_

Art Director's Name \_\_\_\_\_

Business References (3):

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

I hereby apply for membership to the Mid-Atlantic Community Papers Association. I have read and agree to the requirements of membership.

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

Sponsoring Member Publication (if applicable) \_\_\_\_\_

### MEMBERSHIP DUES

*Based on total circulation of all publications*

Up to 30,000 - \$150

30,001 to 50,000 - \$200

50,001 to 100,000 - \$250

Over 100,000 - \$300

*See reverse side for Membership benefits,  
including Audit benefits.*

Publication Name \_\_\_\_\_

Establish Date of Publication \_\_\_\_\_

Circulation \_\_\_\_\_

Frequency

Weekly  Twice Weekly

Twice Monthly  Monthly

Type of Publication

Shopper - more than 80% advertising

Community Newspaper -  
more than 30% news

Specialty Paper - focusing towards a particular  
audience of readers (i.e. Real Estate, Seniors, etc.)

\_\_\_\_\_% Advertising \_\_\_\_\_% Editorial

ADDITIONAL PUBLICATION:

Publication Name \_\_\_\_\_

Establish Date of Publication \_\_\_\_\_

Circulation \_\_\_\_\_

Frequency

Weekly  Twice Monthly  Monthly

Type of Publication

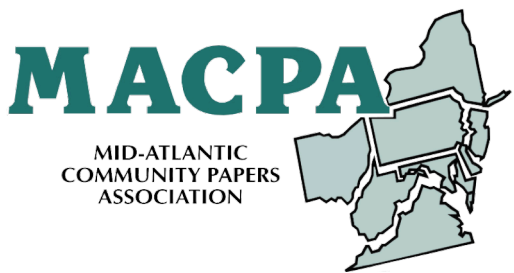
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Community Newspaper - more than 30%  
news

Specialty Paper - focusing towards a particular  
audience of readers (i.e. Real Estate, Seniors, etc.)

\_\_\_\_\_% Advertising \_\_\_\_\_% Editorial

(For more publications please attach an  
additional application form.)



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## MEMBERSHIP REQUIREMENTS:

- o Published in the Mid-Atlantic Region, including in the states of VA, WV, MD, DE, OH, PA, NJ and NY
- o Published at stated intervals with a minimum of 12 and a maximum of 110 issues per edition per publication per year
- o Displays continuity of title and nature of content from issue to issue
- o Business practices conform to MACPA's Code of Ethics
- o Circulated/distributed separate and apart from any other publication

## MEMBERSHIP BENEFITS:

- CVC Audit/Readership Survey paid by the Association. ONLY ONE AUDIT PER PARENT COMPANY. (Audits required to participate in the network.)
- FREE and reduced rates on other member benefits such as TLI Sales Training
- Automatic listing on [www.srds.com](http://www.srds.com). Standard Rates and Data Service website.
- [www.macpa.net](http://www.macpa.net) and [www.MACnetMedia.com](http://www.MACnetMedia.com) Online resources for you and your customers
- Compensation based on your circulation and publishing frequency.
- Discounted rooms at our Conferences.
- One FREE registration for you, the publisher or your representative, to our Annual Conferences, a value to you of more \$100.
- Additional training sessions offered to you and your employees at no charge.

And much more. (Check out [www.macpa.net](http://www.macpa.net) for our benefits from A to Z.)

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## Code of Ethics for All Members of MACPA and MACnet

1. Observe the highest standard of honesty in all business and personal transactions.
2. Advertise and publish only such circulation and distribution figures as can be satisfactorily substantiated
3. Advertise and publish current advertising rates, and furnish rate cards to any legitimate business firm upon request. Quote no rate which cannot be earned by any or all advertisers, and not engage in the practice known as double billing.
4. Subscribe fully to the copyright principle, and respect the copyrights of others to the same extent which we expect others to respect our own copyrights.
5. Not knowingly permit the use of any false titles, confusing technical date, descriptions, misleading or inaccurate terms or claims in any advertising copy appearing in our paper(s).
6. Maintain a spirit of friendly cooperation and assistance toward our fellow craftsmen, and extend a helping hand whenever possible.
7. Continually endeavor to raise and enhance the quality level of our profession. 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.
8. Recognize and subscribe to the authority of the Offices and Directors of the Mid-Atlantic Community Papers Association in all matters of interpretation of the Code of Ethics.

**Please complete application on reverse side**

## Your Membership Benefits from A-Z

- A Audits** — Bi-Annual Circulation/Readership Audits (\$800+ Value)
- Associate Members** – Associate Members offer your business quality products and services. No wonder why our publications are on the cutting edge with technology, customer service, and sales.
- B BIG, FABULOUS, Annual Conference** – Our Annual Conference provides our publishers with a way to train their sales teams for a fraction of the cost and a venue focused on management.
- C Classified Network** – The Classified Network provides you with content for your classified section to attract local businesses and individuals to advertise, and additional revenue stream.
- D Display ads** – Yes, MACnet will represent your publication to advertising agencies throughout the United States and will sell advertising for your publication at your local open rate. We only ask that you provide the space at 70% of your local open rate.
- E Earn revenue through our networks.** Our publisher commission of 40% on our classified network provides you with an additional revenue stream. All other networks provide a 15% commission.
- F \*Free Registration** at every Annual Conference. (\$300 Value) \* MACPA/MACnet Publishers only!
- Free Paper Month** – The Month of July is our time to celebrate “Free Paper Month”. It provides you with a way to say thank you to your customers, employees, and readers. MACPA provides logos, ads, data, and ideas to help celebrate.
- G Great Networking Opportunities** — Need to talk to another publisher about an idea or issue? Call the office to find out who would be the best publisher to talk to and we'll make the connection for you.
- Great Opportunity for Training** — We bring the best industry trainers to you when you attend our conferences, regional training, and webinars.
- H House 2 House 2x2 Network** – Earn additional revenue through our 2x2 network. We offer advertisers with both a pre-determined network and one where they can pick and choose the publications they would like to advertise in.
- I Interlace Communications** – The staff of Interlace Communications provides you with professional, personal service when you call the MACPA/MACnet office.
- Internship Programs** – The Bill Mitten & Charles Mulligan Memorial Internship Programs provides two publishers with \$1,500 towards the hiring of an intern.
- Incentives for FREE Room at Annual Conference** — Through selling ads to the network you have the opportunity to receive a free room to our Annual Conference.
- J Journalism** — We recognize our outstanding journalists through our Ad and Editorial Awards Contest. Trainers are brought to the conference to stir up new ideas when it comes to editorial.
- Join us** for all of our training and networking at the Annual Conference.
- K Kevin Slimp** – A true advocate for Free Community Papers, Kevin Slimp provides us with a voice to share the accomplishments of the newspaper industry. Those who experience his training leave with a better understanding in graphics, management and sales.
- L Legal Council** – As part of your membership benefits, Cynthia Sanders, Attorney for Ober/Kaler will provide you with a half-hour session FREE of charge.

**M** **MACnet** – MACnet represents your publication to advertisers and media buyers through its print and online networks. See [www.macnetonline.com](http://www.macnetonline.com) for more details.

**N** **Newsletter** – Every other month you will receive an E-Newsletter. The MACPA Messenger is packed with membership benefit information and information about our networks. You'll look forward to reading the Messenger.

**O** **One Word, Two Word, Hyphenated** – Is the word really hyphenated? This tiny book is a great resource for your classified staff when they have one of those customers who insists on hyphenating everything to save on word count.

**P** **Professional Speakers** – MACPA looks for quality, professional speakers to bring to their conference.  
**PaperChain** – PaperChain is the branding arm of our industry. PaperChain represents your business at tradeshow like AAF, AAAA, and DMA and through marketing efforts to more than 15,000 media buyers nationwide. They are the "Got Milk" of free papers.  
**Promote your business** — We promote our members on both our MACPA and MACnet websites providing the opportunity for agencies and other interested companies to access your publication's information.

**Q** **Quarterly Compensation** – Quarterly Compensation checks are sent to you March, June, September and December when you place the classifieds in your publication for MACnet.

**R** **Regional Training** – Can't get to the conference? We can come to you. We can hire a speaker to suit your needs to travel across the region, training your staff.

**S** **SCAM Alerts** – We provide you with a way to be alerted of undesirable advertisers through our national SCAM alert system.  
**SRDS** – Each year MACnet markets your business through the Platinum Program with SRDS.

**T** **Training! Training! Training!** Graphic – Sales – Editorial – Management – Digital  
**TLI** — The Leadership Institute is a featured track at every conference. What Is TLI? It is a structured, sales and leadership training program designed for the free paper industry. The TLI faculty members represent the industry's elite who have a significant track record of success, are highly recommended for their knowledge, commitment and exemplary work ethic. As your sales staff progress through the courses, they receive credit for their attendance and the knowledge from each course. When they attend at least 15 unduplicated TLI Courses, they can take the exam to receive their Associate Advertising Executive Certification.

**U** **United** with a group that knows what you are going through. Networking is the key!

**V** **Valuable opportunity** to learn more about MACPA and MACnet through becoming a member of the Board or joining one of our many committees.

**W** **Webinars** – Training on accounting, graphic, sales, and management are available through the Association. Let us know what you are interested in learning about; we're sure there will be other members interested, too.

**X** **Xtra special** – That's how you will feel when you get involved in everything MACPA has to offer.

**Y** **Your MACPA Board of Directors** – This team of volunteers are the driving force for the success of MACPA.

**Z** **ZZZZ** – A great night's rest at our Annual Conference in some of the best beds this side of Kansas.