

Application Form

for professional membership



Fill out this form completely, including signing the Statement of Ethics on the second page. Return your form with the appropriate payment via fax or mail to the AMA (see fax number or mailing address on the second page).

USE FOR MAIL OR FAX APPLICATIONS ONLY

Applicant Information

Please Indicate Your Role: Marketer Market Researcher

IMPORTANT: Check here if you are a prior member of the AMA

Mr. Ms. Dr. Last Name _____

First Name _____ Middle Initial _____

Title _____

Organization _____

Company Address _____

City _____ State/Province _____

Country _____ Zip/Postal Code _____

Home Address _____

City _____ State/Province _____

Country _____ Zip/Postal Code _____

Home Phone (_____) _____

Business Phone (_____) _____

Fax (_____) _____

E-mail Address _____

Send all mail to my: Home Business

I do not want to receive nonassociation mail.

Do not publish my information in the Membership Directory.
(Unless otherwise specified, your business information—or your home information if you do not list business information—will be published in the directory.)

Do not send e-mail notifications from AMA or my local chapter.

I would like information on the AMA Foundation and how to make a tax-deductible contribution.

Professional Interest Areas

Please choose 3 areas, with 1 as your primary interest. Your selections will help us target member benefits to your professional interests.

- | | |
|-----------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Marketing Research |
| <input type="checkbox"/> Brand/Product Management | <input type="checkbox"/> Marketing Strategy/Planning |
| <input type="checkbox"/> Customer Relations | <input type="checkbox"/> Merchandising/Retail |
| <input type="checkbox"/> Database/CRM | <input type="checkbox"/> Non-Profit Marketing |
| <input type="checkbox"/> Direct Marketing | <input type="checkbox"/> Packaging/POP |
| <input type="checkbox"/> Event Management/Marketing | <input type="checkbox"/> Product Development |
| <input type="checkbox"/> Global Marketing | <input type="checkbox"/> Professional Development |
| <input type="checkbox"/> Higher Education Marketing | <input type="checkbox"/> Public Relations |
| <input type="checkbox"/> Interactive Marketing | <input type="checkbox"/> Sales/Sales Management |
| <input type="checkbox"/> Marketing Academia | <input type="checkbox"/> Services Marketing |
| <input type="checkbox"/> Marketing Communications | |

Marketing Responsibility

Please indicate your primary marketing responsibility (check one box):

- | | |
|-----------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Academic | <input type="checkbox"/> Non-Profit Marketing |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Online/Interactive Marketing |
| <input type="checkbox"/> Brand/Product Management | <input type="checkbox"/> Packaging/POP |
| <input type="checkbox"/> Customer Relations | <input type="checkbox"/> Product Development |
| <input type="checkbox"/> Database/CRM | <input type="checkbox"/> Professional Development |
| <input type="checkbox"/> Direct Marketing | <input type="checkbox"/> Promotions |
| <input type="checkbox"/> Event Management/Marketing | <input type="checkbox"/> Public Relations |
| <input type="checkbox"/> Fundraising/Development | <input type="checkbox"/> Sales/Sales Management |
| <input type="checkbox"/> Global Marketing | <input type="checkbox"/> Services Marketing |
| <input type="checkbox"/> Higher Education Marketing | <input type="checkbox"/> Strategy/Planning |
| <input type="checkbox"/> Marketing Communications | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Marketing Research | |
| <input type="checkbox"/> Merchandising/Retail | |

* \$35 of your dues is for a one-year subscription to Marketing News. AMA membership is individual and nontransferable. No percentage of dues is used for lobbying purposes.

Payment Information

1. Annual Membership Dues*

AMA Membership Dues — 1st Year \$240.00
(Annual dues are \$210 on renewal.)

Local Chapter Dues (required—see reverse side for listing)

Chapter Name _____ + \$ _____

(Canadian members add 13% tax. GST #127478527) + \$ _____

Annual Membership Dues Subtotal = \$ _____

2. Publications

In addition to Marketing News, one publication of your choice is included in your membership. Please select the publication you wish to receive:

- | | |
|----------------------------------------------------------------------------|---------|
| <input type="checkbox"/> Marketing Management magazine (Quarterly) | \$60.00 |
| <input type="checkbox"/> Marketing Research magazine (Quarterly) | \$55.00 |
| <input type="checkbox"/> Marketing Health Services magazine (Quarterly) | \$55.00 |
| <input type="checkbox"/> Journal of Marketing (Bimonthly) | \$65.00 |
| <input type="checkbox"/> Journal of Marketing Research (Bimonthly) | \$65.00 |
| <input type="checkbox"/> Journal of International Marketing (Quarterly) | \$55.00 |
| <input type="checkbox"/> Journal of Public Policy & Marketing (Semiannual) | \$55.00 |

You may subscribe to additional publications for the member discounted rate.

Additional publications: + \$ _____

(Canadian members add 13% tax. GST #127478527) + \$ _____

Publications Subtotal = \$ _____

3. Total Amount Enclosed

Add Subtotals 1 and 2 = \$ _____

4. Method of Payment

- Check (payable to the AMA in U.S. funds drawn from a U.S. bank—DO NOT SEND CASH)
 American Express Discover MasterCard VISA

Card Number _____ 3-Digit Security Code _____ Exp. Date _____

Signature _____ Date _____

continued >>

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Local Chapter Listings

Membership in a local chapter is required. For further information on individual chapters, please visit MarketingPower.com/chapters.

ALABAMA	HAWAII	NEBRASKA	SOUTH CAROLINA
Birmingham \$40	Hawaii \$40	Greater Omaha \$35	Charleston \$40
ALASKA	ILLINOIS	Lincoln \$35	TENNESSEE
Alaska (Anchorage) \$40	Central Illinois	NEVADA	Knoxville \$40
ARIZONA	(Bloomington/Champaign/Peoria) \$35	Las Vegas \$50	Nashville \$40
Tucson \$30	Chicago \$70	Reno-Tahoe \$30	TEXAS
Phoenix \$60	INDIANA	NEW JERSEY	Austin \$35
CALIFORNIA	Indianapolis \$35	New Jersey* (Newark) \$45	Dallas/Ft. Worth \$55
Inland Empire	Michiana (South Bend/Elkhart) \$35	NEW MEXICO	Houston \$55
(Riverside/San Bernardino) \$35	IOWA	New Mexico (Albuquerque) \$35	San Antonio \$30
Orange County \$45	Iowa (Des Moines) \$40	NEW YORK	UTAH
Sacramento Valley \$30	KANSAS	New York* (City) \$50	Utah (Salt Lake City) \$40
San Diego \$45	Kansas City \$45	NY Capital Region (Albany) \$35	VIRGINIA
San Francisco Bay Area \$60	Wichita \$25	Rochester \$35	Central Virginia
Silicon Valley	KENTUCKY	NORTH CAROLINA	(Charlottesville) \$35
(Santa Clara/San Jose) \$45	Louisville \$40	Charlotte \$35	Hampton Roads (Norfolk) \$30
Southern California	LOUISIANA	Triangle (Raleigh) \$50	Richmond \$50
(Los Angeles) \$70	New Orleans \$60	OHIO	WASHINGTON
COLORADO	MARYLAND	Akron/Canton \$40	Puget Sound (Seattle) \$60
Colorado (Denver) \$40	Baltimore \$45	Cincinnati \$65	WISCONSIN
CONNECTICUT	MASSACHUSETTS	Cleveland \$50	Madison \$50
Connecticut (Hartford) \$40	Boston \$50	Columbus \$50	Milwaukee \$50
Fairfield County \$25	MICHIGAN	Dayton \$30	U.S. TERRITORY OF GUAM
DISTRICT OF COLUMBIA	Detroit \$40	OKLAHOMA	Guam \$40
Washington, DC \$65	Michiana \$35	Oklahoma City \$35	CANADA
FLORIDA	West Michigan	Tulsa \$24	British Columbia (Vancouver) \$52.50
Central Florida (Orlando) \$50	(Grand Rapids) \$40	OREGON	Province of Québec/Montreal \$65
Jacksonville \$30	Southwest Michigan	Oregon (Portland) \$65	Toronto \$52.50
South Florida	(Kalamazoo/Battle Creek) \$40	Willamette Valley \$60	
(Ft. Lauderdale/Miami) \$30	MINNESOTA	PENNSYLVANIA	
Southwest Florida (Naples/Ft. Myers) \$30	Minnesota (Minneapolis) \$50	Philadelphia \$40	
Tampa Bay \$45	MISSOURI	Pittsburgh \$35	
GEORGIA	Kansas City \$45	RHODE ISLAND	
Atlanta \$60	St. Louis \$35	Southeast New England \$50	

* Individuals living in the New Jersey/New York area have the option of joining the New Jersey chapter, the New York chapter or both.

Statement of Ethics

As an AMA member, I agree to abide by the AMA Statement of Ethics, embracing the highest ethical norms and values for marketers.

- Marketers must first do no harm.
- Marketers must foster trust in the marketing system.
- Marketers should embrace, communicate and practice the fundamental ethical values that will improve consumer confidence in the integrity of the marketing exchange system.

Any AMA member found to be in violation of the Statement of Ethics may have his or her Association membership suspended or revoked. A complete copy of the AMA Statement of Ethics is available online at MarketingPower.com. In order to validate your application, please sign the Statement of Ethics.

I subscribe to the Statement of Ethics and will adhere to it:

Signature

Date

Return your completed form with payment to:

American Marketing Association

311 S. Wacker Drive, Suite 5800 • Chicago, Illinois 60606-6629

Phone: 312.542.9000 or 800.AMA.1150 • Fax: 312.542.9001 • Web: MarketingPower.com