

# Application Form

for professional membership

Join the AMA by November 20  
and receive 2 FREE gifts.  
See back for details.



Fill out this form completely, including signing the Statement of Ethics on the reverse side. Return your form with the appropriate payment to the AMA (see address, fax and e-mail information on reverse side).

## Applicant Information

Mr.  Ms.  Dr. Last Name \_\_\_\_\_ First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_

Title \_\_\_\_\_ Organization \_\_\_\_\_

Division or Department \_\_\_\_\_

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 \_\_\_\_\_

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

Send all mail to my:  Home  Business

Do not publish my information in the Membership Directory.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.)

I do not want to receive nonassociation mail.  
 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"/> Higher Education Marketing  | <input type="checkbox"/> Non-Profit Marketing     |
| <input type="checkbox"/> Brand/Product Management   | <input type="checkbox"/> Interactive Marketing       | <input type="checkbox"/> Packaging/POP            |
| <input type="checkbox"/> Customer Relations         | <input type="checkbox"/> Marketing Academia          | <input type="checkbox"/> Product Development      |
| <input type="checkbox"/> Database/CRM               | <input type="checkbox"/> Marketing Communications    | <input type="checkbox"/> Professional Development |
| <input type="checkbox"/> Direct Marketing           | <input type="checkbox"/> Marketing Research          | <input type="checkbox"/> Public Relations         |
| <input type="checkbox"/> Event Management/Marketing | <input type="checkbox"/> Marketing Strategy/Planning | <input type="checkbox"/> Sales/Sales Management   |
| <input type="checkbox"/> Global Marketing           | <input type="checkbox"/> Merchandising/Retail        | <input type="checkbox"/> Services Marketing       |

## Marketing Responsibility

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

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

## Payment Information

### 1. Annual Membership Dues\*

- AMA Membership Dues — 1st Year ~~\$225.00~~  
\$195.00  
(Annual dues are \$195 on renewal.)

- Local Chapter Dues (required—see reverse side for listing)  
Chapter Name \_\_\_\_\_ + \$ \_\_\_\_\_

(Canadian members add 5% 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"/> <i>Marketing Management</i> magazine (Bimonthly)             | \$60.00 |
| <input type="checkbox"/> <i>Marketing Research</i> magazine (Quarterly)               | \$55.00 |
| <input type="checkbox"/> <i>Marketing Health Services</i> magazine (Quarterly)        | \$55.00 |
| <input type="checkbox"/> <i>Journal of Marketing</i> (Bimonthly)                      | \$60.00 |
| <input type="checkbox"/> <i>Journal of Marketing Research</i> (Bimonthly)             | \$60.00 |
| <input type="checkbox"/> <i>Journal of International Marketing</i> (Quarterly)        | \$55.00 |
| <input type="checkbox"/> <i>Journal of Public Policy &amp; Marketing</i> (Semiannual) | \$55.00 |

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

Additional publications: + \$ \_\_\_\_\_

(Canadian members add 5% tax. GST #127478527) + \$ \_\_\_\_\_

**Publications Subtotal = \$ \_\_\_\_\_**



### 3. Special Interest Groups (SIGs)

One SIG is included in your membership. Please select the SIG you would like to join:

- |  |   |
|--|---|
| <input type="checkbox"/> Brand Strategy & Brand Management | <input type="checkbox"/> Business-to-Business |
| <input type="checkbox"/> Healthcare Marketing              | <input type="checkbox"/> Higher Education     |
| <input type="checkbox"/> Internet Marketing/eCommerce      | <input type="checkbox"/> Marketing Research   |
| <input type="checkbox"/> Marketing Strategy & Planning     | <input type="checkbox"/> Nonprofit Marketing  |
| <input type="checkbox"/> Services Marketing                |   |

You may join additional SIGs for \$20 each.

Number of additional SIGs: \_\_\_\_\_ x \$20.00 = + \$ \_\_\_\_\_

**Special Interest Groups Subtotal = \$ \_\_\_\_\_**

### 4. Total Amount Enclosed

Add Subtotals 1, 2 and 3 = \$ \_\_\_\_\_

### 5. Method of Payment

- Check (payable to the AMA in U.S. funds drawn from a U.S. bank)  
 American Express  Discover  MasterCard  VISA

Card Number \_\_\_\_\_ 3-Digit Security Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

\*\$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.

continued >>

# Application Form

for professional membership



Join the AMA by November 20, 2009 and look forward to these two free gifts.\*

1 Receive a  Free \$20 Prepaid MasterCard®\*\* or  \$200 Conference Coupon good for any AMA conference

2 Get free access to **AMA's Live Members-Only Webcast**

## Building Brand Momentum: How to Influence Buying Decisions as the Recovery Approaches

With the economy beginning to take a turn for the better, now is the time to re-strategize and take advantage of new customer behaviors in order to re-grow your brand. Attend this powerful webcast and get the vital tips and strategies you need to prepare for the recovery.

**Session 1 > December 7, 2009**  
12 pm CST/1 pm EST

**Session 2 > December 8, 2009**  
2 pm CST/3 pm EST

\*Offer only valid for Professional and Academic membership.  
\*\*This card is the property of KeyBank National Association and is issued pursuant to a license with MasterCard® International Incorporated.  
Conference coupon may be used for any AMA national event.

**Ready to join?**  
Select your gift and complete your application!

## Local Chapter Listings

Membership in a local chapter is required. For further information on individual chapters, please visit [MarketingPower.com/chapters](http://MarketingPower.com/chapters).

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

\* 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](http://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 1.800.AMA.1150 • Fax: 312.542.9001 • E-mail: [info@ama.org](mailto:info@ama.org) • Web: [MarketingPower.com](http://MarketingPower.com)