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Philadelphia, PA 19131
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*The Philly Ad Club is a member
of the American Advertising Federation*

Membership Application

► **Membership Categories:** For description of membership categories see reverse side

Corporate Memberships

___ \$3,300 (companies with over 100 employees) ___ \$2,200 (51-100 employees) ___ \$1,100 (11-50 employees)
___ \$ 550 (10 or less employees) ___ \$300 Academic Membership

Individual Memberships

___ \$125 Individual
___ \$50 Associate (list Association you belong to: _____. See reverse side for requirements.
___ \$50 Young Professional – (I.D. required) See reverse side for requirements.
___ \$25 Student Membership (Student I.D. required)
___ \$10 Active Student Members of AAF. (Verification of AAF membership is required)

Philly Ad Club Membership Year: September – August
Philly Ad Club members receive Ad News magazine as a \$36 portion of the membership fee.

► Contact Information:

Please provide information exactly as you want it to appear in the printed directory.

Preferred Mailing: Work Home

Name _____

Fax _____

Title _____

Web site _____

Company _____

Home Address: _____

Street _____

City _____ State _____ Zip _____

Work E-mail _____

Work Phone _____

Personal Email _____

Home Phone: _____

► To ensure the proper listings for your company in the printed membership directory, please pick the appropriate number and place it in the box provided. See reverse side for Industry Categories

INDUSTRY CATEGORY

► Method of Payment

Enclosed is my check payable to the Philly Ad Club. Or charge my VISA MC AMEX

Card Number _____ Exp. Date _____

Name on Card _____ Billing zip code: _____

Send form with payment to: Philly Ad Club, 4520 City Avenue, Suite 301, Philadelphia, PA 19131

► How did you find out about the Philly Ad Club?

Web site At an event Ad News Co-worker

► Check the box that applies:

Age 35 or under 36-45 46 and over

Thank You

Philly Ad Club Membership Categories

Corporate Membership – Price varies - Corporate membership dues are based on the total number of employees within the member company. All employee members of the Philly Ad Club qualify for discounted rates on programs and special events. All memberships purchased as corporate are the property of the company and can be transferred within the company at any time.

Tier 1: \$550 – companies with 10 or less employees - Allowing 5 full corporate members

Tier 2: \$1,100 – companies with 11-50 employees - Allowing 10 full corporate members

Tier 3: \$2,200 – companies with 51-100 employees - Allowing 20 full corporate members

Tier 4: \$3,300 – companies with over 100 employees - Allowing 30 full corporate members

- As a Corporate Member, your company can choose up to the allowed number of employees, based on the level of membership, as full corporate members. These individuals receive membership to both the Philly Ad Club and the American Advertising Federation (AAF) – our national trade association.
- You may also choose affiliate members up to the total number of employees within your company whose job description is typically associated with the activities of the Ad Club. Affiliate members are entitled to membership in the Philly Ad Club only.

Academic Membership - \$300 - This membership is specifically designed for advertising, communications, and/or marketing departments at a college or university. As an Academic Member, your college or university identifies up to five individuals. These five receive membership to both the Philly Ad Club and the American Advertising Federation (AAF) – our national trade association.

Individual Membership - \$125 - This membership is designed for advertising/ communications professionals, freelancers and consultants. You receive membership to both the Philly Ad Club and the American Advertising Federation (AAF) – our national trade association.

Young Professional Membership– \$50 – For one year - This membership is specifically designed for individuals who are 35 years or younger. This membership category is available only to new members and may not have been a member for the past two years. YP members are entitled to membership in the Philly Ad Club only. Verification of age is required.

Student Membership - \$25 - This membership is designed for full-time students at the undergraduate or graduate level. We encourage students to join if they want to keep up-to-date with the changing industry or make plans to enter the field. Student members are entitled to membership in the Philly Ad Club only.

AAF National Student Membership - \$10 - All college students who are active members of the American Advertising Federation (AAF) can join the Philly Ad Club. Verification of AAF membership needs to be provided by your professor.

Associate Membership - \$50 – For one year - This membership is a cooperative membership agreement with several other associations that serve the marketing and advertising industry as a way to provide broader benefits for its members. This is reciprocal agreement between the Philly Ad Club and four other associations: Philadelphia Direct Marketing Association (PDMA), Philadelphia Public Relations Association (PPRA), Art Directors Club of Philadelphia (ADCP), and Philadelphia Advertising Golf Association (PAGA). Associate members are entitled to membership in the Philly Ad Club only. Available to new members only.

Industry Categories

Write the # on the reverse side of this form in the appropriate space

- | | | | |
|--|---------------------------------------|----------------------------------|------------------------------|
| 1. Activation Marketing | 22. Education | 45. Online Marketing | 68. Television - Broadcast |
| 2. Advertisers | 23. Entertainment | 46. Out-of-Home Media | 69. Television – Cable |
| 3. Advertising Agencies | 24. Event Planner | 47. Paper Manufacturer | 70. Tourism |
| 4. Advertising – Internet | 25. Full Service Marketing | 48. Performing Arts | 71. Video Production |
| 5. Advertising Specialties | 26. Full Service Advertising Agencies | 49. Photographers\Photo Labs | 72. Voice Overs |
| 6. Artists and Designers | 27. Graphic Design Services | 50. Printing Services | 73. Web Development |
| 7. Associations/Clubs | 28. Healthcare | 51. Public Relations\Publicity | 74. Web Design |
| 8. Branding/Brand Identity Development | 29. Hospitality | 52. Production/Post Services | 75. Web Media |
| 9. Broadcast – Producers & Production Services | 30. Interactive, Radio and TV | 53. Promotions | 76. Web Publishing/Marketing |
| 10. Cinema Advertising | 31. Interactive Web | 54. Publishing | 77. Other _____ |
| 11. Communications | 32. Integrated Marketing | 55. Radio Stations | |
| 12. Computer Services | 33. Magazines | 56. Real Estate | |
| 13. Consultants - Legal and Prof. | 34. Mall Advertising | 57. Restaurants & Bars | |
| 14. Converged Signage & Web Media | 35. Marketing Research | 58. Retail | |
| 15. Copywriting Services | 36. Marketing Services | 59. Search Engine Marketing | |
| 16. Creative Services | 37. Media Buying Services | 60. Search Engine Optimization | |
| 17. Digital/Interactive Marketing | 38. Media Rep. – Print/Online | 61. Social Media | |
| 18. Digital Outdoor Media | 39. Media Rep. – Radio | 62. Software | |
| 19. Direct Mail | 40. Media Rep. – TV | 63. Sports Marketing | |
| 20. Direct Marketing | 41. Mobile Marketing | 64. Staffing/Recruiting | |
| 21. DRTV | 42. Multi-Cultural Marketing | 65. Strategic Marketing/Planning | |
| | 43. Newspapers | 66. Talent\Agents\Casting | |
| | 44. Non-Profit | 67. Technology | |