

Membership Application

► **Membership Types:**

Corporate Membership

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

Individual Membership

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

For description of membership types -- see reverse side.

PAC Membership Year: September - August

► **Subscription Order Only:**

___ Ad News Subscription - \$30 per year (six issues)

► **Contact Information:**

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

Name _____

Title _____

Company _____

Street _____

City _____ State _____ Zip _____

E-mail _____

Phone _____

Fax _____

Web site _____

Home Address (not for publication)

Home Phone: _____

Personal Email _____

► 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 30 or under 31-40 40 and over

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.

INDUSTRY CATEGORY

1. Advertisers
2. Advertisers/Marketing Services
3. Advertising Agencies
4. Advertising – Internet
5. Advertising Services
6. Advertising Specialties
7. Advertising Specialties/ PR Publicity
8. Artists and Designers
9. Asian Marketing
10. Associations/Clubs/Non-profit
11. Broadcast – Producers & Production Services
12. Broadcast Services
13. Cinema Advertising
14. Computer Services
15. Consultants - Legal and Professional
16. Converged Signage & Web Media
17. Creative Marketing Staffing
18. Creative Services
19. Direct Mail
20. Direct Marketing
21. Education
22. Entertainment
23. Healthcare
24. Hispanic Marketing
25. Interactive, Radio and TV
26. Magazines
27. Marketing Research
28. Marketing Services
29. Media Buying Services
30. Media Representative – Print/Online
31. Media Representative – Radio
32. Media Representative - TV
33. Multi-Cultural Marketing
34. Newspapers
35. Out-of-Home Media
36. Paper Manufacturer
37. Photographers\Photo Labs
38. Printing Services
39. PR\Publicity
40. Production/Post Services
41. Publishing
42. Radio Stations
43. Sports Marketing
44. Staffing/Recruiting
45. Talent\Agents\Casting
46. Television - Broadcast
47. Television – Cable
48. Other _____

► **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 _____

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

Thank you

Membership Types

Membership types are specifically designed for the industry leaders who share the Philly Ad Club's commitment to the advertising, marketing, communications and public relations industry.

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 memberships)

Tier 2: \$1,100 – companies with 11-50 employees

(Allowing 10 full memberships)

Tier 3: \$2,200 – companies with 51-100 employees

(Allowing 20 full memberships)

Tier 4: \$3,300 – companies with over 100 employees

(Allowing 30 full memberships)

- As a Corporate Member, your company can choose up to the allowed # 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 other corporate affiliate members up to the total number of employees within your company whose job description is typically associated with the activities of the Club. Corporate affiliate members are entitled to membership in the Philly Ad Club only.

Academic Membership - \$300

This membership level 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 level is designed for individuals interested in the communications field – new professionals, recent graduates, freelancers or consultants, and those working in the communications department of a company. You receive membership to both the Philly Ad Club and the American Advertising Federation (AAF) – our national trade association.

Student Membership - \$25

This membership is designed for full-time students at the undergraduate or graduate level. We also encourage students interested simply in keeping abreast of the changing industry, or making plans to enter the field. You receive membership to 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), Philadelphia Advertising Golf Association (PAGA) and the Greater Philadelphia Film Office (GPFO). If you are a current member of one of the Associations referenced above, you may join the Philly Ad Club for one-year at \$50. This membership is offered to new members only. (Doesn't apply to renewing member)

You receive membership in the Philly Ad Club only. You are entitled to membership benefits including discounts to events, access to notices of events and other forms of communications, and enrollment opportunities in Club benefits. You will have access to the membership directory and receive a copy of the Club's magazine – Ad News and E-newsletter.

The Philly Ad Club is a

