

Application Form

for professional membership

the source



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

Applicant Information

Check here if you are a prior member of the AMA

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 _____

Send all mail to my: Home Business

I would like information on the AMA Foundation and how to make a tax-deductible contribution. I do not want to receive nonassociation mail.

I do not want my home address published in the Membership Directory. I do not want to be published in the Membership Directory.

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"/> Business Marketing | <input type="checkbox"/> Consumer Marketing | <input type="checkbox"/> Healthcare Marketing | <input type="checkbox"/> Online/Interactive |
| <input type="checkbox"/> Higher Education | <input type="checkbox"/> Marketing Management | <input type="checkbox"/> Marketing Research | <input type="checkbox"/> Database/CRM |
| <input type="checkbox"/> Marketing Services | <input type="checkbox"/> Marketing Strategy | <input type="checkbox"/> Marketing Communications and Branding | |

Payment Information

1. Annual Membership Dues*

- AMA Membership Dues — 1st Year **\$195.00**
(Annual dues are \$165 on renewal.)

2. Publications

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

- Marketing Management* magazine (Bimonthly)
 Marketing Research magazine (Quarterly)
 Marketing Health Services magazine (Quarterly)
 Journal of Marketing (Quarterly)
 Journal of Marketing Research (Quarterly)
 Journal of International Marketing (Quarterly)
 Journal of Public Policy & Marketing (Semiannual)

You may subscribe to additional publications for the member discounted rate of \$53 each.

Number of additional publications: _____ x \$53.00 = +\$ _____
(Canadian members add 7% 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"/> Mktg Strategy & Planning |
| <input type="checkbox"/> Business-to-Business | <input type="checkbox"/> Non-Profit Marketing |
| <input type="checkbox"/> Global | <input type="checkbox"/> Healthcare |
| <input type="checkbox"/> Higher Education | <input type="checkbox"/> Internet/eCommerce |
| <input type="checkbox"/> Marketing Research | <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. Local Chapter Dues

(required in most areas—see reverse side for listing) +\$ _____
Note the dues for the chapter you wish to join and add that amount here. For further information on individual chapters, please visit our Web site at www.MarketingPower.com.

Chapter Name _____

(Canadian members add 7% tax. GST #127478527) +\$ _____

Local Chapter Dues Subtotal = \$ _____

5. Total Amount Enclosed

Add Subtotals 1, 2, 3 and 4 **= \$ _____**

6. Method of Payment

Check (payable to the AMA in U.S. funds drawn from a U.S. bank)

VISA MasterCard American Express

Card # _____ Expiration Date ____/____

Signature _____

* \$30 of your dues is for a one-year subscription to *Marketing News*.
AMA membership is individual and nontransferable.

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Local Chapter Listings

ALABAMA	HAWAII	NEBRASKA	RHODE ISLAND
Birmingham*.....\$40	Hawaii*.....\$40	Greater Omaha*.....\$35	Rhode Island*
ALASKA	ILLINOIS	Lincoln*.....\$20	(Providence).....\$40
Alaska* (Anchorage).....\$40	Central Illinois*	NEVADA	TENNESSEE
ARIZONA	(Bloomington/Champaign/Peoria).....\$35	Las Vegas*.....\$50	Knoxville*.....\$40
Tucson*.....\$30	Chicago.....\$65	Reno-Tahoe.....\$20	Middle Tennessee* (Nashville).....\$40
Phoenix*.....\$40	INDIANA	NEW JERSEY	TEXAS
ARKANSAS	Indianapolis*.....\$35	New Jersey*† (Newark).....\$40	Austin*.....\$35
Central Arkansas* (Little Rock).....\$30	Michiana* (South Bend/Elkhart).....\$35	NEW MEXICO	Dallas/Ft. Worth*.....\$50
CALIFORNIA	IOWA	New Mexico* (Albuquerque).....\$35	Houston*.....\$45
California Inland Counties*	Iowa* (Des Moines).....\$25	NEW YORK	San Antonio*.....\$30
(Riverside/San Bernardino).....\$35	KANSAS	New York*† (City).....\$50	VIRGINIA
Orange County*.....\$45	Kansas City*.....\$40	NY Capital Region* (Albany).....\$35	Central Virginia*
Sacramento Valley*.....\$30	Wichita*.....\$25	Rochester*.....\$30	(Charlottesville).....\$25
San Diego*.....\$45	KENTUCKY	NORTH CAROLINA	Hampton Roads* (Norfolk).....\$30
San Francisco Bay Area*.....\$60	Louisville*.....\$40	Charlotte*.....\$35	Richmond*.....\$30
Silicon Valley*	LOUISIANA	Triangle* (Raleigh).....\$40	WASHINGTON
(Santa Clara/San Jose).....\$45	New Orleans*.....\$60	OHIO	Puget Sound* (Seattle).....\$50
Southern California*	MARYLAND	Akron/Canton*.....\$30	WISCONSIN
(Los Angeles).....\$70	Baltimore*.....\$45	Cincinnati*.....\$55	Madison.....\$38
COLORADO	MASSACHUSETTS	Cleveland*.....\$50	Milwaukee*.....\$50
Colorado* (Denver).....\$40	Boston*.....\$50	Columbus*.....\$50	CANADA
CONNECTICUT	MICHIGAN	Dayton*.....\$30	British Columbia* (Vancouver).....\$50
Connecticut* (Hartford).....\$40	Detroit*.....\$32	OKLAHOMA	Montreal*.....\$65
Fairfield County*.....\$25	Michiana* (St. Joseph).....\$35	Oklahoma City*.....\$35	Toronto*.....\$50
DISTRICT OF COLUMBIA	West Michigan*	Tulsa*.....\$24	
Washington DC*.....\$55	(Grand Rapids/Kalamazoo).....\$40	OREGON	
FLORIDA	MINNESOTA	Oregon* (Portland).....\$65	
Central Florida* (Orlando).....\$30	Minnesota* (Minneapolis).....\$50	Southwest Oregon* (Eugene).....\$50	
South Florida*	MISSOURI	PENNSYLVANIA	
(Ft. Lauderdale/Miami).....\$30	Kansas City*.....\$40	Philadelphia*.....\$40	
Tampa Bay*.....\$45	St. Louis*.....\$35	Pittsburgh*.....\$35	
GEORGIA			
Atlanta*.....\$60			

* Membership is required in these chapters.

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

Code of Ethics

As an AMA member, I agree to abide by the AMA Code 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 Code of Ethics may have his or her Association membership suspended or revoked. A complete copy of the AMA Code of Ethics is available online at www.MarketingPower.com. In order to validate your application, please sign the Code of Ethics Statement.

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

Signature

Date

Return your completed form with payment to:

American Marketing Association

Payment Processing
37295 Eagle Way
Chicago, Illinois 60678-1295

Phone: 312.542.9000 or 1.800.AMA.1150

Fax: 312.542.9001

E-mail: info@ama.org

Web: www.MarketingPower.com