

# MEMBERSHIP APPLICATION FORM



## **Publication (First Member) Membership Dues 2008/2009 Fiscal Year**

Annual Membership dues are calculated based upon the publication's advertising revenues in the most recent calendar year (net of agency commissions and discounts).

There is a maximum and a minimum fee per publication. Dues are prorated for Members who join after the start of the Association's April 1<sup>st</sup> fiscal year.

### **Rate per Publication** 0.4% of net advertising revenues

Maximum \$1,170  
Minimum \$525  
(Plus GST)

#### **Examples:**

- A. A publication with net advertising revenues of \$292,500 or more pays maximum dues of \$1,170 ( $\$292,500 \times 0.4\% = \$1,170$ )
- B. A publication with net advertising revenues of \$200,000 pays dues of \$800 ( $\$200,000 \times 0.4\% = \$800$ )
- C. A publication with net advertising revenues of \$131,250 or less pays the minimum dues of \$525 ( $\$131,250 \times 0.4\% = \$525$ )

## Membership Application and Conditions

1. Membership is mandatory for all business, professional and farm publications owned by the company or organization applying for Membership.
2. Your application must be accompanied by the following:
  - completed Profile of Publications (following page) showing details of the publications applying for membership;
  - a media kit, including two recent copies and a rate card for each publication;
  - (a) a current ABC or CCAB/BPA Worldwide audited circulation statement for each publication; or  
(b) a sworn notarized publisher's distribution statement, a copy of the publication's current listing in CARD, Canada Post or distributor invoices/receipts and matching printer's invoices for two recent issues (to be supplied annually). *Note: CBP verifies distribution information for the purpose of Membership only. No claims may be made or implied that CBP has verified or endorsed distribution data either verbally or in promotional materials. Any breach of this policy may result in termination of the publication's Membership.*
3. Annual Membership dues are calculated based upon the publication's net advertising revenues in the most recent calendar year. There is a maximum and a minimum fee per publication. Dues are prorated for Members who join after the start of CBP's April 1<sup>st</sup> fiscal year.
4. By accepting Membership in Canadian Business Press, you agree to subscribe to the Purpose, Code of Ethics and Standards of Practice outlined in the Association's Constitution and Bylaws.
5. A publication is not eligible for Membership if it is published:
  - (a) by or under contract for a company or organization that sells, directly or indirectly, as a manufacturer, manufacturer's agent or distributor, products or services that are bought by the intended audience of the publication;
  - (b) for the employees or clients of one or more specific companies rather than a general audience in a particular business or profession;
  - (c) by or under contract for a company or organization primarily to advance, directly or indirectly, its own non-publishing interests;
  - (d) by a company that is not Canadian owned (for clarity, please refer to the Department of Canadian Heritage Publications Assistance Program definition of Canadian owned)

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Organization / Company Name:

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Street

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City

Province

Postal Code

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Website

Email

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Phone

Fax

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Name (print)

Title

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Signature

Date

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**CONFIDENTIAL**

**Profile of Publication(s)**

The following information is required in order that we may assess your Membership dues. It is used solely for that purpose and is seen by no one other than appropriate Canadian Business Press staff. CBP bylaws require that all stand-alone titles published (more than once a year) by your organization must become Members and be listed below.

NOTE: If you wish to avoid supplying revenue figures, please check the box tagged *Invoice Maximum* and we will invoice for the publication at the maximum fee. Details of the current dues structure are detailed on a separate sheet.

Publication Name	Name of Person who will be this publication's Direct Representative (maximum 5 per company)	Optional Advertising Revenue* during 12 months ending last December	Invoice Maximum
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>

\*supply revenue figure net of agency commissions and cash discounts.

**I certify that this list includes all the b2b titles published by the organization/company. To the best of my knowledge the revenue information provided above is accurate.**

Name (print)	Title	Phone
Signature	Date	

<b>Recommendation</b>		
This applicant is recommended by the following Direct Representatives of Canadian Business Press:		
Name	Signature	Date
Name	Signature	Date



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