

# Application Form

for professional membership



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Do not publish my information in the Membership Directory.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**  
(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 >>

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

\* 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 800.AMA.1150

Fax: 312.542.9001

E-mail: [info@ama.org](mailto:info@ama.org)

Web: [MarketingPower.com](http://MarketingPower.com)