

Application Form

for professional membership

Join the AMA by June 6
to receive special offers.
See back for details.



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Do not publish my information in the Membership Directory.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~~
\$195.00
(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 (Quarterly) | \$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) | \$65.00 |
| <input type="checkbox"/> <i>Journal of Marketing Research</i> (Bimonthly) | \$65.00 |
| <input type="checkbox"/> <i>Journal of International Marketing</i> (Quarterly) | \$55.00 |
| <input type="checkbox"/> <i>Journal of Public Policy & 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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Ready to join?
Select your gift and complete your application!

Join the AMA by June 6, 2010 and look forward to these special gifts.*

- 1 Receive a **Free \$20 Prepaid MasterCard®**** or
 \$200 Conference Coupon good for any AMA conference or
 Trust Agents book by Chris Brogan and Julien Smith.†

2 **BONUS:** Get free access to a special members-only **Executive Conference Call** with **Julien Smith**, author of **Trust Agents**, a *New York Times* and *Wall Street Journal* best seller.

July 15, 2010 • 3 pm CST (4 pm EST, 1 pm PST)

*Offer only valid for Professional and Academic individual memberships.

**This card is the property of KeyBank National Association and is issued pursuant to a license with MasterCard® International Incorporated. Conference coupon may be used for any AMA national event.

†Limited availability for book offer.

Local Chapter Listings

Membership in a local chapter is required. For further information on individual chapters, please visit MarketingPower.com/chapters.

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

* 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. 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 1.800.AMA.1150 • Fax: 312.542.9001 • E-mail: info@ama.org • Web: MarketingPower.com