



PACIFIC NORTHWEST ASSOCIATION OF WANT AD NEWSPAPERS

MEMBERSHIP APPLICATION

PNAWAN has two membership categories; regular and associate. Membership is subject to the approval of the Executive Board. Check the category of membership you are applying for and complete application. Associate Membership applicants complete Section A only.

 Regular Membership

Annual Dues: \$150 + \$20 each
additional masthead

 Associate Membership (non-voting)

Annual Dues: \$100
Includes Suppliers, Manufacturers,
Consultants, Students, & Educators

Section A (All Applicants)

Please print or type the following information:

Date publication originated: _____

Owner's Name: _____

Publisher: _____

Publication's Name: _____

Address*: _____

Mailing Address (if different from above): _____

City*: _____ State* _____ Zip*: _____

Phone*: (_____) _____ Fax*: (_____) _____

Text # _____

Owner/ Publisher Email*: _____ Website*: _____

PNAWAN Contact Email*: _____

If affiliate, name and location of parent company:

Ownership or Executive Officers of parent company:

PNAWAN member recommending membership:

Section B (Regular Membership Only)

Does your company/you own and operate other publications? No Yes

If yes, please describe: Type / Where / How Long: _____

Publication Day*: _____ Deadlines*: (Classified) _____ (Display) _____

Total Circulation*: _____ % Free: _____ % Paid: _____ as of (date): _____

Audited circulation? No Yes

If yes, submit copy of last audit report

Paper Size: _____ Tabloid _____ Other (please specify) _____

Format: % of Advertising: _____ % of Editorial: _____

Mechanical Requirements: # of Columns: _____ Column Width: _____ inches Page Depth: _____ inches

Distribution Method: _____ % of voluntary pickup at retail stores and high volume outlets

_____ % of home delivery by private carrier

_____ % of direct mail

Do you publish more than one edition? _____ No _____ Yes

Is your publication zoned? _____ No _____ Yes

Market Area Population: _____

Cities/Zip Codes Served*: _____

Open Rate: _____ per column inch National Rate: _____ per column inch

Color: Availability: _____ Rate: _____

*Please attach rate card.

Owner/Publisher Background: _____ Newspaper _____ Want Ad Newspaper/Shopper _____ Printing _____ Other

When/Where: _____

Are you a member or have you ever been a member of another trade organization? _____ No _____ Yes

If yes, describe: _____

Who will represent your organization? _____

I hereby apply for membership in the Pacific Northwest Association of Want Ad Newspapers and **agree to be bound by its Code of Ethics and applicable policies**. I understand that the information provided on this form will be treated as confidential.

Date*: _____ Signature*: _____

**Required Information*

Please submit 2 copies of the paper (masthead) applying for membership.

RETURN TO: PNAWAN

P.O. BOX 11813

SPOKANE, WA 99211

509-922-3456 • 1-800-326-2223 • FAX: 509-455-7940 • Ads@PNAWAN.org

WHAT IS PNAWAN?

The Pacific Northwest Association of Want Ad Newspapers is a non-profit association of publishers of free-circulation community newspapers, providing leadership within the industry and fellowship among its members.

MEMBER ELIGIBILITY

Any organization publishing a free-circulation community paper or shopper is eligible to belong to PNAWAN provided it abides by the Code of Ethics, objectives and policies. Associate memberships are open to non-publishers.

MEMBERSHIP REQUIREMENTS

Individuals or organizations publishing a free circulation paper are eligible for membership. All members must meet the following requirements: free circulation; published at regularly stated intervals; continuity of title and content, issue to issue; advertising in each issue; compliance with the Code of Ethics; distribution/circulation that is separated and not part of a paid circulation paper; participation in ad exchange; agreement to abide by the Bylaws of PNAWAN. Membership is contingent upon participation of 6 out of 10 monthly conference calls. Participation can be assigned to an appointed delegate authorized to make decisions. Associate membership is open to individuals or businesses whose work is closely related to the free paper industry such as suppliers, manufacturers, educators, students, and consultants.

MEMBER BENEFITS

- PNAWAN Conferences
- Monthly Sales Incentives & Contests
- Direct National Association through PaperChain
- Access to Networking, Training & Tools
- Free CVC Audits (after 1 year)
- Increase Revenue through Ad Exchange Programs
- Listings on www.PNAWAN.org & www.RegionalAds.org

All PNAWAN member benefits are paid through the classified and display exchange programs. It is a vital service to your customers to be able to provide them Regional Advertising. Some member benefits have certain eligibility requirements to receive them. All member benefits are subject to change without notice.

CODE OF ETHICS

As a member of the Pacific Northwest Association of Want Ad Newspapers, members pledge themselves and/or their organization to:

- Observe the highest standards of honesty in all business transactions and avoid the use of any and all unfair business practices;
- Advertise and publish only such circulation and distribution figures as can be satisfactorily substantiated;
- Advertise and publish current advertising rates and furnish rate cards to any legitimate business firm upon request. Quote no rate that cannot be earned by any or all advertisers and will not indulge in the practice known as "double billing";
- Subscribe fully to the copyright principle and respect the copyrights of others to the same extent which we expect others to respect our own copyrights;
- Not knowingly permit the use of any false titles, confusing technical data, descriptions, misleading or inaccurate terms or claims in any ad copy;
- Maintain a spirit of friendly cooperation and assistance towards fellow publishers and hold out a helping hand whenever possible;
- Continually endeavor to raise and enhance the quality level of the profession and maintain a dignity of manner in the craft and the services connected with it, and in the appearance of places of business and all other forms of public contact;
- Recognize and subscribe to the authority of the officers and director of the Pacific Northwest Association of Want Ad Newspapers in all matters of interpretation of the Code of Ethics;
- Cooperate fully in any investigation of a matter of ethics conducted by PNAWAN.

Members of the Pacific Northwest Association of Want Ad Newspapers agree that the following are unethical business practices and pertain to all publishers and editors, paid or free circulation, that are a part of the organization:

- Deliberately setting advertising rates below cost;
- Making false statements about circulation figures;
- Requiring advertisers to purchase space in combination only;
- Charging rates that are not available to all advertisers;
- Double billing.