

# Application Form

## for professional membership



USE FOR MAIL OR FAX APPLICATIONS ONLY

Fill out this form completely, including signing the Statement of Ethics on the second page.  
Return your form with the appropriate payment via fax or mail to the AMA (see fax number or mailing address on the second page).

### 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Do not publish my information in the Membership Directory.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"/> Marketing Research          |
| <input type="checkbox"/> Brand/Product Management   | <input type="checkbox"/> Marketing Strategy/Planning |
| <input type="checkbox"/> Customer Relations         | <input type="checkbox"/> Merchandising/Retail        |
| <input type="checkbox"/> Database/CRM               | <input type="checkbox"/> Non-Profit Marketing        |
| <input type="checkbox"/> Direct Marketing           | <input type="checkbox"/> Packaging/POP               |
| <input type="checkbox"/> Event Management/Marketing | <input type="checkbox"/> Product Development         |
| <input type="checkbox"/> Global Marketing           | <input type="checkbox"/> Professional Development    |
| <input type="checkbox"/> Higher Education Marketing | <input type="checkbox"/> Public Relations            |
| <input type="checkbox"/> Interactive Marketing      | <input type="checkbox"/> Sales/Sales Management      |
| <input type="checkbox"/> Marketing Academia         | <input type="checkbox"/> Services Marketing          |
| <input type="checkbox"/> Marketing Communications   |  |

### Marketing Responsibility

Please indicate your primary marketing responsibility (check one box):

- |   |   |
|---|---|
| <input type="checkbox"/> Academic                   | <input type="checkbox"/> Non-Profit Marketing         |
| <input type="checkbox"/> Advertising                | <input type="checkbox"/> Online/Interactive Marketing |
| <input type="checkbox"/> Brand/Product Management   | <input type="checkbox"/> Packaging/POP                |
| <input type="checkbox"/> Customer Relations         | <input type="checkbox"/> Product Development          |
| <input type="checkbox"/> Database/CRM               | <input type="checkbox"/> Professional Development     |
| <input type="checkbox"/> Direct Marketing           | <input type="checkbox"/> Promotions                   |
| <input type="checkbox"/> Event Management/Marketing | <input type="checkbox"/> Public Relations             |
| <input type="checkbox"/> Fundraising/Development    | <input type="checkbox"/> Sales/Sales Management       |
| <input type="checkbox"/> Global Marketing           | <input type="checkbox"/> Services Marketing           |
| <input type="checkbox"/> Higher Education Marketing | <input type="checkbox"/> Strategy/Planning            |
| <input type="checkbox"/> Marketing Communications   | <input type="checkbox"/> Other: _____                 |
| <input type="checkbox"/> Marketing Research         |   |
| <input type="checkbox"/> Merchandising/Retail       |   |

### 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 13% 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:

- Marketing Management* magazine (Quarterly) \$60.00
- Marketing Research* magazine (Quarterly) \$55.00
- Marketing Health Services* magazine (Quarterly) \$55.00
- Journal of Marketing* (Bimonthly) \$65.00
- Journal of Marketing Research* (Bimonthly) \$65.00
- Journal of International Marketing* (Quarterly) \$55.00
- Journal of Public Policy & Marketing* (Semiannual) \$55.00

You may subscribe to additional publications for the member discounted rate.

Additional publications: + \$ \_\_\_\_\_  
 (Canadian members add 13% tax. GST #127478527) + \$ \_\_\_\_\_

**Publications Subtotal** = \$ \_\_\_\_\_

#### 3. Total Amount Enclosed

Add Subtotals 1 and 2 = \$ \_\_\_\_\_

#### 4. Method of Payment

- Check (payable to the AMA in U.S. funds drawn from a U.S. bank—DO NOT SEND CASH)
- 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.

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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>SOUTH CAROLINA</b>
Birmingham .....\$40	Hawaii.....\$40	Greater Omaha.....\$35	Charleston .....\$40
<b>ALASKA</b>	<b>ILLINOIS</b>	Lincoln .....\$35	<b>TENNESSEE</b>
Alaska (Anchorage).....\$40	Central Illinois	<b>NEVADA</b>	Knoxville .....\$40
<b>ARIZONA</b>	(Bloomington/Champaign/Peoria).....\$35	Las Vegas.....\$50	Nashville.....\$40
Tucson.....\$30	Chicago .....\$70	Reno-Tahoe.....\$30	<b>TEXAS</b>
Phoenix.....\$60	<b>INDIANA</b>	<b>NEW JERSEY</b>	Austin.....\$35
<b>CALIFORNIA</b>	Indianapolis.....\$35	New Jersey* (Newark).....\$45	Dallas/Ft. Worth .....\$50
Inland Empire	Michiana (South Bend/Elkhart) .....\$35	<b>NEW MEXICO</b>	Houston.....\$55
(Riverside/San Bernardino).....\$35	<b>IOWA</b>	New Mexico (Albuquerque) .....\$35	San Antonio .....\$30
Orange County.....\$45	Iowa (Des Moines) .....\$40	<b>NEW YORK</b>	<b>UTAH</b>
Sacramento Valley.....\$30	<b>KANSAS</b>	New York* (City).....\$50	Utah (Salt Lake City).....\$40
San Diego.....\$45	Kansas City .....\$45	NY Capital Region (Albany).....\$35	<b>VIRGINIA</b>
San Francisco Bay Area.....\$60	Wichita.....\$25	Rochester.....\$33	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.....\$50
(Los Angeles).....\$70	New Orleans .....\$60	<b>OHIO</b>	<b>WASHINGTON</b>
<b>COLORADO</b>	<b>MARYLAND</b>	Akron/Canton .....\$30	Puget Sound (Seattle).....\$60
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>U.S. TERRITORY OF GUAM</b>
<b>DISTRICT OF COLUMBIA</b>	Detroit.....\$40	<b>OKLAHOMA</b>	Guam.....\$40
Washington, DC .....\$65	Michiana.....\$35	Oklahoma City .....\$35	<b>CANADA</b>
<b>FLORIDA</b>	West Michigan	Tulsa .....\$24	British Columbia (Vancouver).....\$52.50
Central Florida (Orlando).....\$50	(Grand Rapids).....\$40	<b>OREGON</b>	Province of Québec/Montreal.....\$65
Jacksonville.....\$30	Southwest Michigan	Oregon (Portland) .....\$65	Toronto .....\$52.50
South Florida	(Kalamazoo/Battle Creek) .....\$40	Willamette Valley.....\$60	
(Ft. Lauderdale/Miami).....\$30	<b>MINNESOTA</b>	<b>PENNSYLVANIA</b>	
Southwest Florida (Naples/Ft. Myers) ....\$30	Minnesota (Minneapolis) .....\$50	Philadelphia.....\$40	
Tampa Bay.....\$45	<b>MISSOURI</b>	Pittsburgh.....\$35	
<b>GEORGIA</b>	Kansas City .....\$45	<b>RHODE ISLAND</b>	
Atlanta .....\$60	St. Louis .....\$35	Southeast New England.....\$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](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

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