

Application Form

for *bridge 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 _____
 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 Do not publish my information in the Membership Directory.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 **\$75.00**
(Bridge members are eligible for the reduced \$75 rate for up to 3 years.)
 Local Chapter Dues *(optional for 1st year Bridge members, required for 2nd and 3rd year Bridge members—see reverse side for listing)*
 Chapter Name _____ + \$ _____
 (Canadian residents add \$2.10 GST for *Marketing News*) + \$ _____
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 & 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)

Optional: In addition to your membership dues, you may join one or more SIGs for \$20 each. Select your SIG(s) below:

<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	

Number of 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 # _____ Expiration 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.

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

* 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 800.AMA.1150

Fax: 312.542.9001

E-mail: info@ama.org

Web: MarketingPower.com