



APPLICATION FOR MEMBERSHIP

JULY 1 – JUNE 30

**Please print clearly or type. All information provided will remain confidential.
Please see reverse for explanation regarding requested material.**

Class of Membership: Publisher Associate Publisher International Publisher
 CMR/Agency Partner Alliance
 Private Public Company

Company Name _____
 Principal Representative _____ Title _____
 Address _____
 City _____ State/Prov. _____ Zip/Postal Code _____
 Telephone () _____ Fax () _____
 Email _____ Web _____
 Year Established _____ Number of Employees _____

Publisher applicants complete this section.

Number of Print Directories _____ Number of Electronic Directories _____
 Gross Sales Revenues for Prior Calendar Year \$ _____

CMR / Agency applicants complete this section.

CMR Number(s) _____

Partner applicants complete this section.

Basic products and / or services offered to Yellow pages industry:

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Ad Design / Comp | <input type="checkbox"/> Electronic Services | <input type="checkbox"/> Listings | <input type="checkbox"/> Recruitment |
| <input type="checkbox"/> Ad Tracking | <input type="checkbox"/> Enhanced DA | <input type="checkbox"/> Management Training | <input type="checkbox"/> Research |
| <input type="checkbox"/> Audiotex | <input type="checkbox"/> Enhancements | <input type="checkbox"/> Mapping Services | <input type="checkbox"/> Sales Leads |
| <input type="checkbox"/> CD-Rom YP | <input type="checkbox"/> Financing | <input type="checkbox"/> Marketing Services | <input type="checkbox"/> Sales Systems |
| <input type="checkbox"/> Circulation Audits | <input type="checkbox"/> Graphics Transmission | <input type="checkbox"/> Mail Order Systems | <input type="checkbox"/> Sales Training |
| <input type="checkbox"/> Collections | <input type="checkbox"/> Human Resources | <input type="checkbox"/> National Sales | <input type="checkbox"/> Telemarketing |
| <input type="checkbox"/> Competitive Analysis | <input type="checkbox"/> Indexing | <input type="checkbox"/> Pagination | <input type="checkbox"/> Wage Studies |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Industry Communications | <input type="checkbox"/> Paper | <input type="checkbox"/> Web Services |
| <input type="checkbox"/> Data Entry | <input type="checkbox"/> Information Systems | <input type="checkbox"/> Printing | <input type="checkbox"/> Wire Services |
| <input type="checkbox"/> Database Management | <input type="checkbox"/> Interactive YP | <input type="checkbox"/> Production Software | <input type="checkbox"/> Zip Coding |
| <input type="checkbox"/> Delivery / Distribution | <input type="checkbox"/> Internet YP | <input type="checkbox"/> Publishing Systems | <input type="checkbox"/> Other _____ |

Initiation and membership fees must accompany application.

Initiation for All Applicants: \$250	\$	250.00
Publisher & Associate Publisher: (please see reverse side)	\$	_____
International Publisher: \$3000	\$	_____
CMR Member: \$350	\$	_____
Partner Member: \$1750	\$	_____
Total Remitted with Application	\$	_____

Method of Payment (check one) Check payable to ADP AMEX Master Card Visa
 Credit Card Number _____ Expiration Date _____
 Cardholder's Signature _____ Printed Name _____
 Billing Address if different from above _____

**Please mail Completed Application for Membership with Payment to:
 Association of Directory Publisher (ADP), 116 Cass Street, PO Box 1929, Traverse City, MI 49685-1929
 Or Fax Completed Application for Membership with Credit Card Information to: 231.486.2182**

THANK YOU FOR JOINING ADP
 Please See Reverse

Classes of Membership

Publisher: An individual, partnership or corporation that has published one or more printed directories for two or more successive editions. Publisher Members are vested with full voting rights.

Associate Publisher: An individual, partnership or corporation that has published one or more printed directories for less than two successive editions, or at intervals of greater than two, or has yet to publish a directory but intends to do so within two years of application for membership. When an Associate Publisher meets its stated publication requirements. The membership converts to Publisher status with full voting rights.

International Publisher: An individual, partnership or corporation that publishes one or more printed directories outside the United States or U.S. territories and does not meet the requirements of Publisher Membership. An International Publisher who does meet the requirements of Publisher Membership may choose to apply to become a Publisher Member with full voting rights.

Partner: An individual, partnership or corporation that supports the directory industry by offering services and/or products to members of the Association or has other legitimate business reasons for joining ADP.

CMR: An individual, partnership, or corporation that is certified as a Certified Marketing Representative for National Yellow Pages advertising, or that is an advertising agency involved in National Yellow Pages advertising.

Principal Representative

Each member company, upon applying for membership, shall indicate on the membership application the name of one person who shall be designated to act as the Member's Principal Representative in the affairs of the Association. The Principal Representative of a Publisher Member company shall have the right and responsibility to cast any and all votes of behalf of that Publisher Member company.

Membership Dues Schedule

I. Publisher & Associate Publisher Members (Annual Gross Sales Dollar Amount of Directory Business of the Previous calendar year)	Annual Dues
\$ 1,000,000 and under	\$ 900
1,000,001 - 2,000,000	2,000
2,000,001 - 3,500,000	3,000
3,500,001 - 7,750,000	4,000
7,750,001 - 10,000,000	5,000
10,000,001 - 12,500,000	6,000
12,500,001 - 15,000,000	7,000
15,000,001 - 50,000,000	8,000
	plus the excess over \$15,000,000 time a constant factor of .0002.
50,000,001 - 200,000,000	15,000
200,000,001 and above	25,000

(The maximum increase in any Member's dues remaining in the same dues revenue band shall be limited to 10 percent in any single fiscal year. Any Member whose certified revenue steps that member into another dues revenue band shall pay the dues stipulated for that band.)

II.	International Publisher Members	\$ 3,000
III.	Partner Members	\$ 1,750
IV.	CMR / Agency Members	\$ 350
V.	Initiation Fee	\$ 250
VI.	Jointly Owned Member Companies	

Two or more publishers jointly owned.

Dues based on combined revenue.

Any combination of Publisher, Partner, International Publisher Member other than above.

Full amount for companies incurring
The greater amount of dues or 50%
of dues for any additional companies.