



Membership

JOIN US!

Bringing Together Print and  
Online Directory Publishers



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## ADP Membership

Your business needs to belong to the most respected, well-informed and well-connected community for print and online directory professionals. With an Association of Directory Publisher membership, you join leading directory publishing companies in shaping business strategies that will foster growth and define our industry for years to come.

ADP focuses on the key issues that impact your bottom line: shaping public policy decisions, increasing audiences and revenues, identifying new advertising opportunities and championing the industry's many strengths and successes.



Mobile



Search



Print

## About ADP

ADP is an international trade association serving the directory publishing industry since 1898. ADP membership includes online and print publishers, app developers and designers, advertising agencies, and suppliers to the online, mobile and print publishing industry.

The directory publishing industry is the original “local search engine,” widely known as the medium that brings buyers to sellers at the exact moment they are ready to buy. As this ever-evolving world of “search” expands, whether it is print, online, social networks or mobile devices, ADP will continue to be at the forefront to assist its members in connecting buyers to sellers.

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If you are an online and/or print directory publisher, lead generator, certified marketing representative, or an industry supplier, your company should be part of this exciting, ever-expanding Association. As you read through the next few pages, you will discover all the benefits an ADP membership has to offer and why joining our Association is one of the best business decisions you will make in today's dynamic directory publishing environment.”

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Cindi Aldrich, President and CEO, Association of Directory Publishers

## Why Join?

The Association of Directory Publishers brings together marketing professionals from all over the world to share techniques, technology and most of all, exciting new ideas to move our industry forward. As an ADP member, you'll join a network of members who have a wealth of knowledge and experience that you can't find anywhere else!

Becoming a member can move your business forward by connecting you with the marketing knowledge, consumer research, high quality training, the latest industry tools and tactics, and exposure to leading-edge thinking and unparalleled peer networking.

No other organization provides more ways for directory publishers to connect with the industry people and resources they need to be successful.



“Online directory publishers need to be a part of ADP. This Association proves to us that there is tremendous strength in directory publishers combined efforts. ADP provides us the forum to exchange ideas, technologies and methods that enables all of us to increase our company's bottom line.”

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Bernadette Coleman, CEO Judy's Book

## SmartAds - The New Cloud-Based Tool From ADP

SmartAds is a tool accessible to a Trusted Local Publisher™ looking to sell advertising space in print and online directories. With limited information, advertisers frequently create inferior ads that miss out on a high volume of print and online interest. The SmartAds tool addresses these issues by identifying opportunities for advertisers to reach more targeted consumers within their industry.

And the SmartAds sales tool tackles another common issue – how can publishers promote the merits of directory advertising in a digestible manner? Using SmartAds, a publisher generates a SmartSheet™. This SmartSheet shows the keywords used by a business in their current ad copy, and also the words that similar businesses are using. This information can make clear just how many potential customers are being lost to competitors through a lack of targeting.

So how does this information benefit publishers and advertisers? Well, for an advertiser, additional consumer search data makes it easier to target keywords used by real people with an active interest in a particular niche. And for a publisher, more knowledge leads to increased spending on larger ad formats.

## Industry Certification

The ADP Directory Trust Seal is granted to online directories to help SMBs identify trustworthy and ethical websites. The purpose of the seal is to demonstrate to site visitors that the directory offers best practices, a good visitor experience, trustworthy data, security and confirmed business identities on their online web directory. Buyers in the digital marketing world are more skeptical than ever, so it's important to have this trusted industry Seal.

To receive the ADP Directory Trust Seal, companies must pass a rigorous review process to be certified. The certification review process focuses on company-wide policies and processes such as: sales practices and promises made to clients; customer service standards and accountability; employee hiring and training practices; service agreements and contracts; clear statements of pricing for products and services, and security and privacy of information. This certification ensures the transparency and honesty of the company for the SMBs and marketing associates partnering with the certified companies.

## Committees

Committees are the backbone of ADP. As a member of the Association, we encourage you to join one of the committees to learn the industry's best practices and offer your insights and suggestions to help further the Association's numerous initiatives and programs.

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Serving on an ADP Committee provides me the opportunity to interact with fellow members to learn diverse skills and hear good advice that I can take back to my company.”

Kari Simpson, President  
Digital Marketing, Inc.

“

ADP's Directory Trust Seal will be essential for marketers to prove they are legitimate and trustworthy. With so many options in the digital marketing ecosystem, it is really the only proven way to position your company as a trusted online source.”

Sumita Arora, COO  
Aadaan Digital Solutions

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Along with the rapid increase in the number of Internet users around the world, the World Wide Web has become the fastest growing advertising medium in decades. The rapid advancement of online technology requires researchers to help advertisers understand its intricacies and learn how to capitalize on this ever-expanding medium.”

Steve Sitton, Founder  
Market Authority

## Research

ADP offers third-party research from nationally renowned experts that prove the importance of our directory industry and provides your company with indispensable and indisputable statistics to convince your clients of the value of our medium.

## Networking

Association events provide forums for attendees to exchange industry - related ideas and concerns, share best practices and enjoy numerous outstanding social functions. Members can also highlight their business' products and services through sponsorship of a networking event or a speaking engagement.

ADP meetings and webinars connect you with the sharpest minds in our industry— professionals who are reinventing the industry, finding innovative ways to do business with emerging technologies and building online directories of the future.



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I've been attending ADP Conferences for many years and I've made numerous company alliances, gained new insights from speakers and developed many new business tactics from members at interactive breakout sessions. I always learn something I can take back and use in our company that will invigorate our operations.”

Gene Daly, Sales Director  
Vivial

## Advocacy

ADP is a powerful and influential voice for the directory publishing industry and its concerns. Members gain many benefits from a strong public policy advocacy at all government levels.

ADP's role in legislative and public affairs advocacy on behalf of its members includes:

- the identification and communication of issues impacting its members;
- the organization and implementation of the responses to these issues;
- the mobilization and coordination of the grass roots power of its members;
- the cooperation with other industry organizations on these issues.

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In today's legislative environment, it is more critical than ever to network with fellow publishers and partner with vendors to advance the value story of our industry. ADP is the perfect one-stop promoter for achieving this objective. ADP leads the industry in successfully advancing the directory publishing concerns through government advocacy.”

Chris Heilbock, Regional Vice President National Sales  
hibu



## Industry Awards

One of the highlights of the Annual Convention is the awards competition that recognizes industry excellence. ADP is the only place where directory publishers gain industry and media recognition for their superior products, services and programs.

## Membership Benefits

Members enjoy a range of benefits, from conferences, seminars to regional and national events to the latest industry research materials and discounted training.

## Membership Directory

As an ADP member, you have access to our full membership directory which includes individual's and company's contact information.



“My membership pays for itself when you consider all the training, research, networking and advocacy I get from ADP.”

Gregg Walls  
VP Reseller Channel  
Local Edge

“From the impact on company culture to new business leads, awards are more than just a piece of hardware. They are an important part of growing, improving and staying at the forefront of your industry. The time and effort needed to put together and submit awards is well worth it when you get the deserved recognition from a team's hard work. They keep us pushing the envelope and thinking in bold and strategic ways. They are a great way to keep us striving to be the best.”

Brent Cooper, Owner  
CPC Yellow Pages

## Join Now

Joining ADP puts you at the center of today's ever-changing marketing ecosystem. So much more than just another marketing association, ADP is a next generation convener of data-driven thought leaders, influencers, innovators, and smart people that believe in the future of our industry. Belonging to ADP, you will make important business connections, discover new ideas and innovations and gain different perspectives. And, you will get inspired to make your business grow!

To become a part of this exciting directory community, please complete the form below to calculate your company's annual membership dues and to start the membership application process. Questions? Please contact us at [info@adp.org](mailto:info@adp.org).

# ADP Membership Application

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Telephone Number \_\_\_\_\_  
 \_\_\_\_\_

## PRINCIPLE REPRESENTATIVE CONTACT

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

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address (if different than above) \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Direct Telephone Number \_\_\_\_\_  
 Email \_\_\_\_\_

## BUSINESS STRUCTURE

Year Established \_\_\_\_\_  
 Number of Employees \_\_\_\_\_

☐ Corporation ☐ LLC ☐ Partnership ☐ Sole Proprietor

Are you a subsidiary or affiliate of another company? ☐ Yes ☐ No

If yes, please provide name and please briefly describe affiliation

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

\_\_\_\_\_ Number of Online Directories/Websites  
 \_\_\_\_\_ Number of Print Directories  
 \_\_\_\_\_ Number of Mobile Applications



**AGREEMENT**

The applicant agrees to comply with the Association's Bylaws. The Association reserves the right to amend the Bylaws without notice. The undersigned further agrees that this application, when signed by the applicant and accepted by the Association, constitutes a legally binding contract between the applicant and the Association.

Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Annual Membership ..... \$ \_\_\_\_\_

Initiation Fee ..... \$250

(Non-refundable) \_\_\_\_\_

Total Due with Application ..... = \$ \_\_\_\_\_

## METHOD OF PAYMENT

☐ Check made payable to ADP      ☐ American Express      ☐ Mastercard      ☐ Visa

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Direct Telephone Number \_\_\_\_\_

Email \_\_\_\_\_

Note: The acceptance and processing of your check or credit card does not indicate membership approval.

PLEASE RETURN THE COMPLETED MEMBERSHIP APPLICATION WITH PAYMENT TO:

Association of Directory Publishers

PO Box Q, Lake City, MI 49651

Phone: 800.267.9002

Email: [info@adp.org](mailto:info@adp.org)

Thank you for applying for ADP Membership!