



Application for Membership

United States

Media Channels: Choose all to be reported

- BtoB Publication(print/digital) Consumer Magazine(print/digital) Database Distribution E-newsletter(s)
- Event (seminar) Newspaper-Daily(print/digital) Newspaper-Weekly(print/digital) Online/Web Traffic
- Social Media Trade show (exhibition) Webcast/Webinar White Paper Other _____

Applicant Brand _____ Year Established _____

Company/Association _____

Street Address _____

City _____ State _____ Postal Code _____

Phone _____ Fax _____ Web Address _____

Please list the address at which the audience records are maintained, if different than above

Street Address _____

City _____ State _____ Postal Code _____

Phone _____ Fax _____

Personnel

Publisher _____ Title _____ Email _____

Audience Dev. _____ Title _____ Email _____

Billing _____ Title _____ Email _____

Web Audit _____ Title _____ Email _____

Web Technical _____ Title _____ Email _____

Authorized Company Representative who will receive all official communications and vote (proxy) on membership matters, including the election of directors

Name _____ Title _____ Email _____

Fulfillment/Registration Company (if applicable) _____

Service Rep. _____ Title _____ Email _____

Street Address _____

City _____ State _____ Postal Code _____

Phone _____ Fax _____

When would you like to have your initial audit completed by? _____

If you require a visit or "mock" audit when would you like this visit? _____

Currently member of an audit organization? Yes No Name of Organization _____

Formerly member of (name of audit organization) _____ Date membership terminated _____

Reason for termination of membership in audit organization listed above

Names of other media owned by publishing company

AN AUDIT FOR THE WEB SITE ASSOCIATED WITH THIS BRAND IS INCLUDED AT NO ADDITIONAL CHARGE. PLEASE PROVIDE THE FOLLOWING INFORMATION FOR THE WEB SITE AUDIT

Monthly traffic volume for the month of _____ Source _____

Page Impressions _____ User Sessions/Visits _____ Unique Browsers/Users _____

List IP addresses your company uses to access the internet (used to filter traffic)

List alternate URL(s) that redirect to your home page

Audit rate includes the following: ([click here for rates](#))

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> Membership dues | <input checked="" type="checkbox"/> Providing a link from BPA website | <input checked="" type="checkbox"/> Maintaining traffic reports on views of your statements and audit reports |
| <input checked="" type="checkbox"/> Audit of media channels (as chosen by media owner) | <input checked="" type="checkbox"/> License to download your statement, post it to your site and email to your prospects and customers | <input checked="" type="checkbox"/> Report charts and graphs |
| <input checked="" type="checkbox"/> Production fee for Initial Audit Statement | <input checked="" type="checkbox"/> Logo and cover shots on the reports | <input checked="" type="checkbox"/> On-site staff training/account review |
| <input checked="" type="checkbox"/> Web posting of statements | | <input checked="" type="checkbox"/> Promotional material review |

Largest Channel Distribution/Audience-last six months average _____

Total amount to accompany application _____ Time Allowance _____

Auditing Time Charges: BPA's rates are based upon the media owner's channel with the greatest distribution (the number of copies produced; total recipients or participants) and the number of pages in the report. Audit hours are allotted based on distribution. Audit hours in excess of the allotment will be charged at a uniform rate of \$215 per hour.

Confirmation Testing & Printing: Audits requiring confirmation testing for deliverability and conformance to qualification are subject to additional charges based on volume and quoted separately. Separate production charges will apply to printed reports.

The undersigned, in applying for membership for the above publication in BPA Worldwide, represents and acknowledges that:

1. The Initial Audit will be completed within one year of the Application date.
2. The Bylaws and Rules of BPA Worldwide have been read and understood. ([click here for Bylaws and Rules](#))
3. The undersigned is authorized to act for and on behalf of the applicant.
4. In consideration of the acceptance and processing by BPA Worldwide of this membership application, the applicant agrees to be subject to and bound by the Bylaws and Rules of BPA Worldwide.
5. The undersigned agrees that the forfeiture provision contained in Section 2 of the Bylaws and the publicity provisions of Section 5 of the Rules of BPA Worldwide are applicable and binding on the applicant on the submission of this application.
6. Rates are subject to change by BPA's Board of Directors. The rates in effect at the time of the audit will be charged.
7. The list of external facing IP addresses is complete and accurate.
8. If an applicant has applied for an initial audit for any channel of the brand other than web measurement, and fails to complete that audit but utilized web auditing during the application period, the fees on deposit shall be applied to membership for the web channel only which is charged a rate as established by the board of directors. Otherwise the entire fees paid shall be forfeited.

Signature: _____ Title: _____

Print/Type Name: _____ Date: _____

Please mail this completed form with a check for the appropriate amount to the address listed below.

Fill out this form online: www.bpaww.com/bpaww_com/HTML/membership/USApplication.pdf.