



Application for Membership

Middle East/Africa (USD)

Media Channels: Choose all to be reported

- BtoB Publication(print/digital) Consumer Magazine(print/digital) Database Distribution E-newsletter
- 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 _____

Address _____

Town/City _____ Country _____ Postal Code _____

Phone _____ Fax _____ Web Address _____

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

Address _____

Town/City _____ Country _____ 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 _____

Address _____

Town/City _____ Country _____ 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](#))

- | | | |
|---|--|---|
| ✓ Application fee | ✓ Firm/corporate ranking data | ✓ Maintaining traffic reports on views of your statements and audit reports |
| ✓ Membership dues | ✓ Statement production | ✓ On-site staff training/account review |
| ✓ Brand Reach Audit (single or multi-channel) | ✓ Web posting of statements | ✓ Promotional material review |
| ✓ Website traffic measurement | ✓ Report charts and graphs | ✓ Audience acquisition program review |
| ✓ Digital magazine data | ✓ Providing a link from BPA website | ✓ Two free BPA University admissions |
| ✓ Supplementary data | ✓ License to download your statement, post it to your site and email to your prospects and customers | ✓ Free BPA webinar attendance |
| ✓ Unit data | ✓ Logo and cover shots on the reports | |
| ✓ Census data | | |

Largest Channel Distribution/Audience-last six months avg (For Single Channel Events choose Attendance, Event or Research) _____

Total amount to accompany application (based on 4-page report) _____ Time Allowance _____

Additional Auditing Time Charges: The time allowance for an audit is included in the basic charge. Any time required to complete an audit in excess of the allowable hours shall be charged for at a uniform rate of \$210 per hour.

Verification Testing Fee: BPA shall confirm for each channel of the brand (as necessary) deliverability and conformance to qualification parameters for a selection of subscribers. This cost is separate from the membership fee and varies based on the number of subscribers to be verified and their responsiveness.

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.
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: _____

For Africa, please mail this completed form with payment for the appropriate amount to Francis Stones (fstones@bpaww.com) BPA Worldwide, 55/56 Russell Square, London WC1B 4HP, United Kingdom.

For Middle East, please mail this completed form with payment for the appropriate amount to Aspen Aman (aaman@bpaww.com) BPA Worldwide P.O. Box 502458, Loft Office 1, Entrance C, Office #210, Dubai Media City, Dubai, United Arab Emirates.

Fill out this form online: www.bpaww.com/bpaww_com/HTML/membership/ME-AfricaApplication.pdf.