



# Application for Membership

United Kingdom

### 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 \_\_\_\_\_ Month/Year Established \_\_\_\_\_

Company/Association \_\_\_\_\_

Building Name \_\_\_\_\_ Street Address \_\_\_\_\_

Town/City \_\_\_\_\_ County \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Web Address \_\_\_\_\_

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

Building Name \_\_\_\_\_ Street Address \_\_\_\_\_

Town/City \_\_\_\_\_ County \_\_\_\_\_ 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 \_\_\_\_\_

Building Name \_\_\_\_\_ Street Address \_\_\_\_\_

Town/City \_\_\_\_\_ County \_\_\_\_\_ 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                       | ✓ Statement production   | your statements and audit reports       |
| ✓ Membership dues                       | ✓ Web posting of statements  | ✓ On-site staff training/account review |
| ✓ Brand Audit (single or mutli-channel) | ✓ Report charts and graphs   | ✓ Promotional material review           |
| ✓ Website traffic measurement           | ✓ Providing a link from BPA website  | ✓ Audience acquisition program review   |
| ✓ Digital magazine data                 | ✓ License to download your statement, post it to your site and email to your prospects and customers | ✓ Two free BPA University admissions    |
| ✓ Supplementary data                    | ✓ Logo and cover shots on the reports  | ✓ Free BPA webinar attendance           |
| ✓ Unit data                             | ✓ Maintaining traffic reports on views of  | ✓ BRAD listing notification             |
| ✓ Census data                           |  |   |
| ✓ Firm/corporate ranking 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 £145 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. (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 Francis Stones (fstones@bpaww.com) at the address listed below.

Fill out this form online: [www.bpaww.com/bpaww\\_com/HTML/membership/UKApplication.pdf](http://www.bpaww.com/bpaww_com/HTML/membership/UKApplication.pdf).