



Washington Newspaper Publishers Association

ASSOCIATE MEMBERSHIP APPLICATION

Name of Newspaper _____

Mailing address _____ City _____ State ZIP _____

Physical address _____ City _____ State ZIP _____

Telephone _____ Fax _____

Web site address _____ County _____ Political Dist. _____

Newspaper owner _____

Publisher's name _____ E-mail address _____

Date of first publication _____ Publication frequency _____

Circulation: Free _____ Paid _____ Total _____

Distribution method _____

Legal newspaper? Yes No Date of application _____

Requirements for Associate Membership

Associate membership in WNPA is granted to publications, not to individuals. Associate membership is available to publications ineligible for regular membership in WNPA, provided the publications meet the criteria listed here. Please confirm that your publication meets these criteria by checking the boxes that apply to it.

- Supports the purpose of the association
- Contains at least 25 percent news content, on average
- Is published at least once monthly
- Has been publishing, regularly and consecutively, for six months prior to date of this application

Membership Application Process

A six-month period of observation by the association's Membership Committee follows receipt of an application, after which the committee makes a recommendation to the Board of Trustees based on the Board's stated policy for membership qualifications. In the case of existing publications, the observation period may be waived at the discretion of the Board. During the six-month

review period, applicants for associate membership will receive the association's monthly newsletter and Publishers eBulletin, meeting notices and other pertinent correspondence. Applicants are not required to pay dues, nor do they have access to the association's Statewide Classified Advertising or Impact Ad programs.

To apply, please mail a completed application and seven copies of your current issue to the address below.

About Washington Newspaper Publishers Association

Washington Newspaper Publishers Association represents about 130 community newspapers in Washington. The association is an advocate for community newspapers, freedom of the press and open government. It is dedicated to helping members advance editorial excellence, financial viability, professional development, and a high standard of publication quality and community leadership. WNPA is the successor organization to the Washington Press Association, which was founded in 1887 by newspapers in Dayton, Ellensburg, Seattle, Tacoma, Yakima and Walla Walla.

WNPA Associate Member Benefits

INFORMATION BENEFITS

Publishers eBulletin

This confidential weekly bulletin is distributed to regular and associate members and covers the full range of issues affecting community newspapers. Included with the eBulletin are current materials for members' editorial pages — opinion columns and editorial cartoons.

Quick Answers

Community publishing raises an unending variety of production, technology, legal, postal and ethical questions. WNPA's central office staff members are prepared to answer many of them. If they don't know the answer, they will research the issue and report their findings.

Legislative Representation

WNPA represents members' interests in cooperation with Allied Daily Newspapers of Washington, actively lobbying bills ranging from First Amendment and access to business and taxation issues. It advises members in a timely manner about issues affecting the public's right to access of public documents, freedom of information and other matters critical to the news-gathering function of WNPA newspapers.

WNPA Web site

Event announcements, a newsroom legal guide, advertising downloads, contact information for member newspapers, job listings and resumes, and archives of The Washington Newspaper are among the resources posted at www.wnpa.com. Members may post current job openings on WNPA's Web site and review resumes of job seekers who have contacted WNPA.

Toll-free telephone number

Members can call the association toll-free from within Washington state.

The Washington Newspaper

Published monthly, The Washington Newspaper is the only newspaper serving Washington state's newspaper industry. It provides information on industry trends and developments, legal issues, industry-related technology, marketing tools, member news and announcements.

PROFESSIONAL DEVELOPMENT BENEFITS

Annual Convention

WNPA's convention, a three-day event held each fall, combines awards presentations with seminars and workshops for publishers as well as staff in advertising, editorial and other departments. In addition to the Better Newspaper Contest awards, WNPA may also present the Freedom's Light Award to an individual who advances the First Amendment; the Master Editor & Publisher Award to an active editor or publisher who makes a significant contribution to his or her newspaper, community, state and WNPA; and the Dixie Lee Bradley award to a newspaper employee who works long and hard behind the scenes.

Continuing Education

The Convention & Workshops Committee schedules seminars and workshops throughout the year. Recent sessions have focused on creating a strong editorial page, digital photography, circulation ideas and promotions, financial management techniques, legal issues including access and libel, advertising sales, newswriting and newspaper design.

ADVERTISING BENEFITS

WNPA manages two statewide networks, one for classified ads and one for 2x2 ads. Associate members are eligible to sell ads into the networks and keep a percentage of the ad revenue. Because the network ads run weekly, associate members aren't eligible to participate in the networks by running the weekly ads.

Statewide Classified Advertising

Through the Statewide Classified Advertising Network, WNPA offers advertisers the opportunity to place a classified ad in all regular-member newspapers and free-distribution publications. Total readership is more than 2.7 million in Washington. Ads may be placed through a member newspaper or sent directly, with payment, to WNPA. Associate members keep a percentage of the revenue from ads they place. A brochure about the Statewide Classifieds Program is on the WNPA Web site, www.wnpa.com.

Impact (2x2) Ad Program

Another network program allows advertisers to place 2x2 or 1x4, 2x4 or 1x8 inch ads in all regular-member newspapers, reaching more than 2.7 million readers weekly in either display or classified sections. Our regional placement service allows advertisers to target readers in the Coastal, Metro and Eastern Washington regions. Ads may be placed through a participating member newspaper or sent directly, with payment, to WNPA. Associate members keep half of the revenue from each ad they place. A brochure about the Impact (2x2) Ad Program is on the WNPA Web site, www.wnpa.com.

Group Advertising Placement in Print and Online

The association has contracted with Oregon Newspaper Advertising Company, the advertising arm of Oregon Newspaper Publishers Association, to place national and regional display advertising in member newspapers and on members' Web sites. ONAC's staff aggregates member newspapers for the maximum effect in circulation and coverage at the lowest possible cost per contact. The goal is to sell the concept of newspapers and there is no charge to the advertiser for this service.

ONAC represents WNPA publications at local net advertising rates. ONAC makes the space reservations, distributes the material, and sends a single bill to the customer. WNPA pulls tearsheets and provides them to ONAC. WNPA was a national pioneer in the one-order, one-bill, one-check concept, which permits advertisers and agencies to deal with only one ad-placement entity.

Associate Membership Dues

Associate membership in WNPA is granted to publications, not to individuals. Dues are \$200 annually per publication.

2010 CALENDAR HIGHLIGHTS

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| Jan. 6 | Pulse Reader Research Webinar |
| Feb. 3 | Pulse Reader Research Webinar |
| Feb. 18 | Legislative Day, Olympia |
| March, April, May | Teleconferences for Advertising Departments |
| May | Judge Oregon Better Newspaper Contest |
| July 16 | Editorial Teleconference on Media Ethics |
| July 22 | Media Law Training, co-sponsored with SeaBeez |
| July 29 | Employment Law Teleconference |
| Sept. 30-Oct. 2 | 123rd Annual Convention, Wenatchee |