

WHAT IS PNAWAN?

The Pacific Northwest Association of Want Ad Newspapers is a non-profit association of publishers of free-circulation want ad newspapers, providing leadership within the industry and fellowship among its members.

MEMBER ELIGIBILITY

Any organization publishing a free-circulation want ad paper or shopper is eligible to belong to PNAWAN provided it abides by the Code of Ethics, objectives and policies. Associate memberships are open to non-publishers.

MEMBERSHIP REQUIREMENTS

Individuals or organizations publishing a free circulation paper are eligible for membership. All members must meet the following requirements: free circulation; published at regularly stated intervals; continuity of title and content, issue to issue; advertising in each issue; compliance with the Code of Ethics; distribution/circulation that is separated and not part of a paid circulation paper; agreement to abide by the Bylaws of PNAWAN. Associate membership is open to individuals or businesses whose work is closely related to the free paper industry such as suppliers, manufacturers, educators, students, and consultants.

MEMBER BENEFITS

- * Free conferences/meals
- * Increase revenues through ad exchange programs
- * Peer recognition through yearly Best Ad Contest
- * Direct national association through PaperChain
- * Free Access to PNAWAN library of training/self help/ business improvement material.
- * Free Audits
- * Website listing
- * Variety of ad sales contests
- * Newsletters

All of PNAWAN's member benefits are paid through the classified and display exchange programs. Even though participation is not mandatory for membership in PNAWAN, it is a vital service to your customers to be able to provide them regional advertising. Some member benefits have certain eligibility requirements to receive them. All member benefits are subject to change without notice.

CODE OF ETHICS

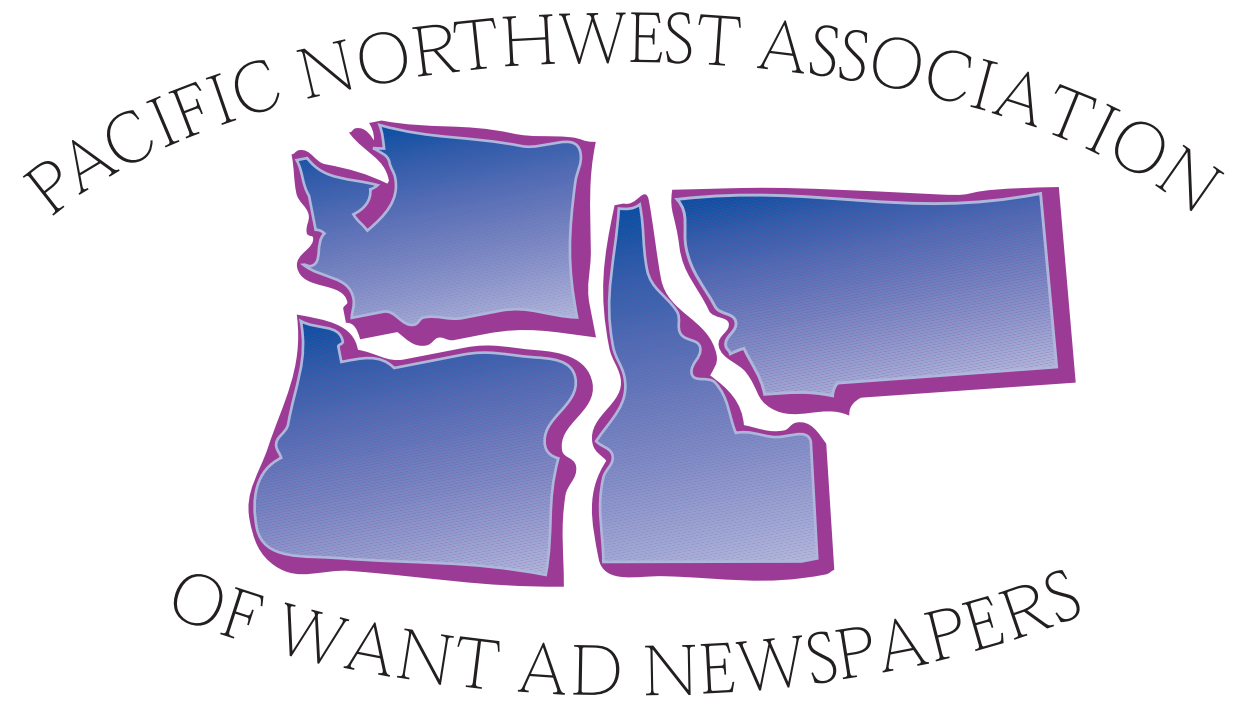
As a member of the Pacific Northwest Association of Want Ad Newspapers, members pledge themselves and/or their organization to:

- * Observe the highest standards of honesty in all business transactions and avoid the use of any and all unfair business practices;
- * Advertise and publish only such circulation and distribution figures as can be satisfactorily substantiated;
- * Advertise and publish current advertising rates and furnish rate cards to any legitimate business firm upon request. Quote no rate that cannot be earned by any or all advertisers and will not indulge in the practice known as "double billing";
- * Subscribe fully to the copyright principle and respect the copyrights of others to the same extent which we expect others to respect our own copyrights.
- * Not knowingly permit the use of any false titles, confusing technical data, descriptions, misleading or inaccurate terms or claims in any ad copy;
- * Maintain a spirit of friendly cooperation and assistance towards fellow draftsmen and hold out a helping hand whenever possible;
- * Continually endeavor to raise and enhance the quality level of the profession and maintain a dignity of manner in the craft and the services connected with it, and in the appearance of places of business and all other forms of public contact;
- * Recognize and subscribe to the authority of the officers and director of the Pacific Northwest Association of Want Ad Newspapers in all matters of interpretation of the Code of Ethics;
- * Cooperate fully in any investigation of a matter of ethics conducted by PNAWAN.

Members of the Pacific Northwest Association of Want Ad Newspapers agree that the following are unethical business practices and pertain to all publishers and editors, paid or free circulation, that are a part of the organization:

- Deliberately setting advertising rates below cost;
- Making false statements about circulation figures;
- Requiring advertisers to purchase space in combination only;
- Charging rates that are not available to all advertisers;
- Double billing.

Revised Nov 2004



MEMBERSHIP APPLICATION

**Pacific Northwest Association
of Want Ad Newspapers**

www.pnawan.org

**PACIFIC NORTHWEST ASSOCIATION
OF WANT AD NEWSPAPERS
MEMBERSHIP APPLICATION**

Please print or type the following information:

Date publication originated: _____

Publisher: _____

Owner's Name: _____

Publication's Name: _____

Address: _____

Mailing Address (if different from above): _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____ 800 # _____

Email: _____ Web Site: _____

If affiliate, name and location of parent company: _____

Ownership or executive officers of parent company: _____

PNAWAN member recommending membership: _____

Does your company/you own and operate other publications? No Yes

If yes, please describe: Type/Where/How Long _____

Do you want to participate in the Classified Ad Exchange? No Yes
Participation is not mandatory for membership. To receive certain membership benefits, participation in the Classified Exchange program is necessary.

Do you want to participate in the Display Ad Exchange? No Yes
Participation is not mandatory for membership. To receive certain membership benefits, participation in the Display Exchange program is necessary.

Who will represent your organization? _____

DUES

PNAWAN has two membership categories, regular and associate. Membership is subject to the approval of the membership.

Check the category of membership you are applying for. Associate applicants need only to date and sign. Other applicants continue completing the application.

_____ Regular Member
Annual Dues: \$150 + \$20 each
additional masthead

_____ Associate Member (non-voting)
Annual Dues: \$100
*Includes Suppliers, Manufacturers,
Consultants, Students, & Educators*

Publication Day: _____ Deadlines: (Classified) _____ (Display) _____

Total Circulation: _____ % Free _____ % Paid _____ as of (date): _____
Audited circulation? No Yes *If yes, submit copy of last audit report.*

Paper Size: _____ Tabloid _____ Other _____
Format: _____ % of Advertising: _____ % of Editorial: _____

Mechanical Requirements: # of Columns: _____ Column Width: _____ Picas Column Depth: _____ Inches

Distribution Method: _____ % of voluntary pickup at retail stores and high volume outlets
_____ % of home delivery by private carrier
_____ % of direct mail

Do you publish more than one edition? No Yes
Is your paper zoned? No Yes

Retail Trading Zone (population for your market area): _____

Cities/Zip Codes Served: _____

Open Rate: _____ per column inch. National Rate: _____ per column inch.

Color: Availability: _____ Rate: _____

Owner's/Publisher's Background: Newspaper Want Ad Newspaper/Shopper Printing Other

When/Where: _____

Are you a member or have you ever been a member of another trade organization? No Yes

If yes, describe: _____

Please submit 4 copies of the paper (masthead) applying for membership.

I hereby apply for membership in the Pacific Northwest Association of Want Ad Newspapers and agree to be bound by its applicable laws and policies. I understand that the information provided on this form will be treated as confidential.

Date: _____ Signature: _____

**RETURN TO: PNAWAN
P.O. BOX 682
LEWISTON, ID 83501-0682
208-746-0483**