

# ACTIVE MEMBERSHIP

## Benefits of membership

- Subscriptions to newsletters about industry trends and tips
- Legislative representation on issues that affect the industry
- Access to free legal advice through Legal Hotline
- Access to free technology advice through Tech Hotline
- Option to generate revenue through KPA's ad networks
- Marketing of your newspaper to KPA's advertising clients
- Discounted registration for convention and training events
- Option for on-site news and design training
- Option for on-site technology and software training
- Opportunity to compete in Awards of Excellence contest
- Opportunity to compete in advertising contest
- Online subscription to VoteTracker.com
- Custom demographics about your advertising market
- Full listing in the Kansas Newspaper Directory
- Free copies of the Kansas Newspaper Directory
- Custom press passes for you and your staff
- Access to publications on industry issues
- Free posting of job openings at your newspaper
- Voting rights at the association's annual meeting
- Eligibility to serve on the KPA board of directors

## Eligibility for active membership

A newspaper is eligible for active membership if it is:

- Published at least 50 times per year;
- Admitted as a Periodicals mailer by the U.S. Postal Service;
- Devoted to the general interests of its community;
- Paid for subscriptions by at least 50 percent of its readers.

## Membership dues

Membership dues for active members are based upon a formula that factors in your total circulation and commissionable advertising rate. For assistance in determining your annual dues, please contact the KPA office.

*Please see reverse for membership application*



**Kansas Press  
Association**

5423 SW 7th Street

Topeka, Kansas 66606

Phone (785) 271-5304

Fax (785) 271-7341

[www.kspress.com](http://www.kspress.com)



**DOUG ANSTAETT**  
Executive Director

# ACTIVE APPLICATION

## About the newspaper

Newspaper \_\_\_\_\_

Address \_\_\_\_\_

City, State and ZIP \_\_\_\_\_

Area Code/Phone \_\_\_\_\_

Area Code/Fax \_\_\_\_\_

Web Site \_\_\_\_\_

Frequency of publication \_\_\_\_\_

Year publication established \_\_\_\_\_

Total circulation (free + paid) \_\_\_\_\_

Net advertising rate (per column inch) \$ \_\_\_\_\_

Gross advertising rate (per column inch) \$ \_\_\_\_\_

*Gross ad rate should allow for a 25% commission*

## Key personnel

Publisher \_\_\_\_\_

Publisher's E-mail \_\_\_\_\_

Contact Person (if different) \_\_\_\_\_

Contact's E-mail \_\_\_\_\_

## Membership dues

- Take your total circulation \_\_\_\_\_ x .03
- Take your gross ad rate \$ \_\_\_\_\_ x 60
- Add the two numbers together to determine annual dues

*Discounts apply for newspapers owned by the same publisher.  
Maximum annual dues for a daily newspaper are \$3,000.  
Maximum annual dues for a nondaily are \$500.*



## To apply for membership:

Submit application and two issues of your newspaper to:  
Kansas Press Association, 5423 SW 7th, Topeka, KS 66606