



AMA BRIDGE MEMBERSHIP APPLICATION

311 South Wacker Drive • Suite 5800 • Chicago, IL 60606 • phone: 800.AMA.1150 / 312.648.0536 • fax: 312.993.7542
e-mail: info@ama.org • web site: www.ama.org

Select the membership options that best serve your individual needs and return this form with payment. **ADDITIONAL INFORMATION ON BACK SIDE.**

MEMBER INFORMATION

PLEASE PRINT ALL INFORMATION.

DR. MR. MS. SEND ALL MAIL TO: HOME OFFICE

LAST NAME FIRST NAME M.I.

JOB TITLE

COMPANY NAME DIVISION/DEPARTMENT

WORK ADDRESS/P.O. BOX CITY

STATE/PROVINCE ZIP/POSTAL CODE

COUNTRY (IF NOT UNITED STATES)

E-MAIL ADDRESS

HOME ADDRESS/P.O. BOX CITY

STATE/PROVINCE ZIP/POSTAL CODE

COUNTRY (IF NOT UNITED STATES)

() ()

BUSINESS PHONE/EXTENSION HOME PHONE

() ()

FAX E-MAIL ADDRESS

ADDITIONAL INFORMATION

- I would like information on the AMA Foundation and how to make a tax deductible contribution. (see description on back side)
- I DO NOT want to receive nonassociation mail.
- I DO NOT want my home address published in the Membership Directory.

PROFESSIONAL INTEREST AREAS

IMPORTANT!

Your selections will assist us in targeting our mailings to your specific professional interests. **RANK ONLY 3 AREAS** (1 denoting primary).

- | | |
|--|---|
| <input type="checkbox"/> BUSINESS MARKETING | <input type="checkbox"/> MARKETING RESEARCH |
| <input type="checkbox"/> HIGHER EDUCATION/TEACHING | <input type="checkbox"/> HEALTH CARE MARKETING |
| <input type="checkbox"/> CONSUMER MARKETING | <input type="checkbox"/> SERVICES MARKETING |
| <input type="checkbox"/> MARKETING MANAGEMENT | <input type="checkbox"/> AGRIBUSINESS MARKETING |
| <input type="checkbox"/> GLOBAL MARKETING | <input type="checkbox"/> RESEARCH |

PAYMENT INFORMATION

AMA Bridge Membership Dues—1st year \$75.00
(Bridge members are eligible for \$75 dues rate for a total of three years)

LOCAL CHAPTER DUES (required in most areas) -see chapter listing for amount

Chapter name \$
(chapter membership may be transferred when relocating).
(Canadian resident add GST for Marketing News + \$2.10).

Shared Interest Groups (SIGs). SIG membership is included in membership dues. Please enter the SIG code(s) of the SIG(s) you would like to join.
(See list of SIG codes on reverse side.)

I would like to make a contribution to the AMA Foundation. (See description on reverse side. Suggested contribution \$25.) \$

1. MEMBERSHIP DUES SUBTOTAL \$

ADDITIONAL PUBLICATIONS

- Journal of Marketing (quarterly).....\$45.00
- Journal of Marketing Research (quarterly).....\$45.00
- Journal of International Marketing (quarterly).....\$45.00
- Journal of Public Policy & Marketing (semiannual).....\$45.00
- Marketing Management (quarterly).....\$45.00
- Marketing Research (quarterly).....\$45.00
- Marketing Health Services (quarterly).....\$45.00

2. SUBSCRIPTION SUBTOTAL \$

Canadian members add 7% tax. GST #127478527

ADDITIONAL MEMBERSHIP PACKAGES

In addition to Annual Membership Dues (see description on back)

- AMA Service Package.....+ \$70.00
- Delivery Outside North America + \$10.00
- Premier Executive Package.....+ \$120.00
- Delivery Outside North America + \$40.00

3. MEMBERSHIP PACKAGE SUBTOTAL \$

4. TOTAL AMOUNT ENCLOSED (add 1, 2, & 3) \$

METHOD OF PAYMENT

Payment required prior to processing

- VISA MASTERCARD AMERICAN EXPRESS CHECK (payable in U.S. funds to the AMA)
- YES, BILL MY CREDIT CARD AUTOMATICALLY EACH YEAR.

CREDIT CARD NUMBER

Expiration Date

Signature

TURN OVER FOR MORE INFORMATION ▶

WEB

AMA Shared Interest Group Information

Membership in Shared Interest Groups is open to all AMA members. To find out more about each SIG, please visit AMA's Web site at www.ama.org or contact Lynn Brown, Professional Development Coordinator, at lbrown@ama.org.

SIG Name	SIG Code	SIG Name	SIG Code
Brand Strategy & Brand Management	BSM	Higher Education	HEM
Business-to-Business	BBM	Internet/eCommerce	IEM
GeoBusiness	GBM	Marketing Strategy & Planning	MSM
Healthcare	HCM	Services Marketing	PSM

ADDITIONAL MEMBERSHIP PACKAGES

AMA SERVICE PACKAGE —

\$70/\$80 Delivery outside North America (in addition to annual membership dues)

The package features an annual subscription to Marketing Management as well as \$60 in AMA Bonus Money that may be applied towards books, subscriptions, library services, or national conference registration. You save \$35.

PREMIER EXECUTIVE PACKAGE —

\$120/\$160 Delivery outside North America (in addition to annual membership dues)

The package features an annual subscription to your choice of any AMA journal or magazine, as well as four books (sent quarterly), and a certificate for \$100 to be applied to an AMA national conference registration. The value of this package exceeds \$230.

AMA FOUNDATION

Gifts may be deductible for income tax purposes

The AMA Foundation's mission is to benefit society through marketing knowledge and practices. The Foundation gives back to the profession of marketing by providing education and materials to business libraries worldwide, underwriting scholarships, honoring and supporting community service initiatives, and recognizing excellence in marketing innovations, marketing research, and scholarship. For information on the Foundation contact us at 404.231.9463 or e-mail: jpomerantz@ama.org.

CODE OF ETHICS STATEMENT

As an AMA member I agree to abide by the AMA Code of Ethics which guides marketers' professional conduct.

1. The basic rule of professional ethics: not knowingly to do harm.
2. The adherence of all applicable laws and regulations.
3. The accurate representation of my education, training and experience.
4. The active support, practice and promotion of this Code of Ethics.

Any AMA member found to be in violation of the Code of Ethics may have his or her Association membership suspended or revoked. A complete copy of the AMA Code of Ethics will be sent to all members in their New Member Package. In order to validate your application, please sign the Code of Ethics Statement.

I SUBSCRIBE TO THE CODE OF ETHICS AND WILL ADHERE TO IT:

X

SIGNATURE

DATE