



Association of
Medical Media

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AMM INDIVIDUAL MEDICAL MEDIA MEMBERSHIP APPLICATION

Name _____ Title: _____

Name of Company _____

Street Address _____

Mailing Address (if different) _____

City _____ State _____ Zip _____

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

ANNUAL DUES STRUCTURE – January 1 through December 31

Annual Dues: \$150.00 per person

NOTE: By completing and signing this application, the applicant indicates that he/she has read the Code of Ethics of the AMM and agrees to conform to and uphold its principles.

Signature: _____

Please make checks payable to AMM.
Visa, Mastercard, American Express also accepted.

Name on Card: _____

Type of Card: Visa Mastercard American Express

Card Number: _____ **Expiration Date:** _____

Basis for eligibility for INDIVIDUAL membership is AMM By-Laws:

ARTICLE III
Membership
Section 1

There are five categories of membership: Full Member, International Association Member, Associate Member, Individual Medical Media Member and Independent Publisher's Representative Member.

INDIVIDUAL MEDICAL MEDIA MEMBERSHIP

Individuals employed by pharmaceutical and medical device companies, healthcare advertising agencies and other individuals related to medical media. Employees of Medical Publishing firms and those eligible for other AMM membership categories are not eligible. All eligibility determinations shall be made by the Executive Board.

Individual Medical Media members are not eligible to vote or to be elected to the Board of Directors.

Code of Ethics

The members of The Association of Medical Media have joined together to practice and promote the highest standards of publishing ethics. In keeping with this goal, we pledge to abide by the following Code of Ethics:

1. The most important function of a publication is to serve the reader's interests. By doing so, the best interests of advertisers are also served.
2. No editorial material will be published in a publication in return for any monetary compensation or advertising consideration.
3. A member publication will publish no advertisement that might be mistaken for its own editorial material due to style or format without labeling such as an advertisement, clearly and conspicuously.
4. Each publication will maintain its editorial integrity and independence from influence by any outside sources, including advertisers and the government.
5. Publications will support and promote the ideal of a free press.
6. Member publications will respect the trademarks and copyrights of other publications.
7. The circulation of each publication will be verified periodically by an outside source to ensure distribution of the circulation outlined in its rate card.
8. Member publications will deal honestly and fairly with all advertisers, and member's pricing practices will conform to all applicable laws.
9. Publications will not knowingly accept advertising that contains untruthful, deceptive, or misleading statements.
10. Each AMM member will promote and sell space on its publication's own merits, and will not use promotion or selling methods that disparage other publications.