



Association of
Medical Media

15000 Commerce Parkway • Suite C • Mount Laurel, NJ 08054
Ph : 856-380-6814 • Fax : 856-439-0525 • info@ammonline.org
www.ammonline.org

AMM REGULAR MEMBERSHIP APPLICATION

Name of Company _____

Street Address _____

Mailing Address (if different) _____

City _____ State _____ Zip _____

Web site: _____

SEE the second page of this application for eligibility criteria, and to list
your eligible publications and company representatives.

ANNUAL DUES STRUCTURE – January 1 through December 31

(New members joining in the second half of the year
will pay one-half of the annual dues)

The AMM Dues Structure is based on previous year's ad revenue of a company's AMM eligible
publications:

AMM Membership Dues	AMM Membership Dues June1 – December 31	Ad Sales Prior Year*
\$19,500	\$9,750	\$20 + Million
\$12,500	\$6,250	\$19.99 -- \$12.5 Million
\$5,500	\$2,750	\$12.49 -- \$5 Million
\$2,500	\$1,250	\$4.9 -- \$1 Million
\$1,000	\$500	Less than \$1 Million

*Based on Kantar Health Report

Your check must accompany this application.

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: _____

Company representative's name: _____

Title: _____ Date: _____

Telephone: _____ Fax: _____



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E-mail: _____ Website: _____
The basis for eligibility for membership is found in AMM's By-Laws:

**ARTICLE III
Membership
Section 1**

There are four categories of membership: Full Member, International Association Member, Associate Member and Independent Publisher's Representative Member.

FULL MEMBER

In order to qualify for membership in this Association, a business organization must publish one or more publications meeting all of the following criteria:

1. The publication must have a circulation (paid or controlled), the majority of which is comprised of physicians, nurse practitioners, physician assistants, pharmacists, dentists, health care administrators, or other health care professionals.
2. Advertising in all publications must be open to and solicited from all qualified advertisers.
3. The circulation of each member publication must be verified by an outside source, to ensure distribution of the circulation outlined in its rate card, and be made available, upon request, to qualified advertisers and member publications.
4. A business organization must join for all publications which it or any wholly-owned subsidiary owns and which qualify under points one through four above.

In order to serve as an officer, voting director or attending staff person, an individual must be a principal or currently employed by a Full Member Company. However, in the event that an officer of the board has a change in employment status, that person may complete his/her term or be elected to office at the approval of the board, as long as they have been employed in the past twelve months by a Full Member company. If the officer, then changes employment again to a position other than one with a full member company, the board will consider the continuation of his/her term

ELIGIBLE Publications*

- 1.
- 2.
- 3.
- 4.

*Include additional titles as an addendum to this application.

1. Each member company is allowed one (1) Voting Delegate.

Our Voting Delegate is: _____



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Our Alternate is: _____

The following members of our company should be on the mailing list to receive meeting notices, attend such meetings, and receive all other pertinent information relative to the operation of the AMM:

	Name	Address	Phone	E-mail
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____

Please include additional staff names as an addendum to this application.

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.