



Association of  
Medical Media

405 North Stanwick Road  
Moorestown, NJ 08057  
Phone/Fax: 1-888-978-0943  
info@ammonline.org

## 2021 Membership Application

Membership Period: January 1 – December 31

Primary contact:

Title:

Name of company:

Mailing address:

Suite:

City:

State:

Zip Code:

Telephone:

Fax:

Email:

Please select:

### **Full member: Medical Media**

To be eligible to apply for membership in this category a business must meet each of the following:

- The basic editorial or programming content must be oriented to an audience of physicians, nurse practitioner, physician assistants, pharmacists, dentists, healthcare administrators, or other health care professionals.
- Advertising, funding or sponsorship must be open to and solicited from all qualified advertisers.
- The reach of each media vehicle must be verified by an outside source and made available, upon request to current and/or potential advertisers.
- A business entity must join the Association for all media brands which it or any wholly-owned subsidiary owns and which meets their requirements set forth in subparagraphs 1-3 above.

Medical Media members shall be entitled to all the rights and privileges of membership, including without limitation the right to vote on all matters submitted to a vote of the members of the Association.

Attendance at AMM events is covered for all individuals employed by the member company through their membership dues.

### **. Publishers Dues:**

To be eligible to apply for organizational membership in this subcategory, a business entity must publish one or more media brands, (e.g., publications, journals, websites, newsletters, broadcast channels or programs) directed to a professional medical/HCP audience. Organizational dues are based on each organization's total (domestic) revenue from all professional advertising / promotion activities.

*Send completed application and payment to AMM by fax or regular mail.*



Revenues	Annual Dues	Revenues	Annual Dues
>25 mil/Maximum	\$19,500	3-<5 Mil	\$6,000
17- <25 Mil	\$16,000	2-<3 Mil	\$4,500
13-<17 Mil	\$13,500	1-<2 Mil	\$3,500
10-<13 Mil	\$11,500	500K-<1 Mil	\$3,000
7-<10 Mil	\$9,500	<500/Minimum	\$2,500
5-<7 Mil	\$7,500		

Cap: +/-10% dues variance YOY

AMM membership periods are January-December. Dues levels reported to the association management company of the AMM will be regarded as strictly confidential. Member joining mid-year will receive pro-rated dues (please inquire).

**B. Non-Publisher Dues:**

To be eligible to apply for membership in this subcategory, a business entity must sell or market (but not publish) media-based products oriented to an audience of physicians, nurse practitioners, physicians assistants, pharmacists, dentists, healthcare administrators, or other healthcare professionals. Annual dues are based on the number of individuals employed full-time by the member company. \$50 per individual, employed full-time by the member company. Minimum dues: \$2,500, Maximum dues: \$19,500.

**Full Member – Media Agencies**

A business entity actively engaged in evaluating and/or buying advertising and other special media which is targeted to physicians, nurse practitioners, physicians assistants, pharmacists, dentists, healthcare administrators, or other healthcare professionals shall be eligible to apply for membership in this subcategory. Media Agency members shall be entitled to all the rights and privileges of membership, including without limitation the right to vote on all matters submitted to a vote of the members of the Association.

**Media VP/Director Dues: Complimentary**

**Associate Member**

Business organizations that provide products or services to the medical media publishing industry may join the Association by invitation or approval by the Board of Directors.

Associate members are not generally eligible to vote and their personnel may not be elected to the Board of Directors except as may be provided by a special vote of the membership. Attendance at AMM events is covered for all individuals employed by the member company through their membership dues.

**Associate Members Dues: \$1,250**

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### **Rep Firm/Consultant**

To be eligible to apply for membership in this subcategory, a business entity must serve the medical media industry as a contracts sales organization, or work on a consulting basis (define as a professional who provides expert advice on a temporary project or contract basis.)

Rep Firm/Consultants are not eligible to vote and their personnel may not be elected to the Board of Directors.

Only the employees listed as paid members will be offered the member registration at AMM events. Attendance at AMM events is covered only for member individuals.

**Rep Firm/Consultant Dues: \$500 for the first individual member, \$250 for each additional.**

### **Association**

A medical, non-publishing or related association shall be eligible to apply for membership in this category. Association members are not entitled to vote on Association matters, but they may have a representative attend Board of Director meetings unless determined otherwise by the Board in a specific instance.

Association members may use content from Association research as determined by the Board of Directors, as long as credit is provided to the Association.

Attendance at AMM events are covered for all individuals employed by the member company through their membership dues.

**Association Members Dues: Complimentary**

### **Micro-business (up to four employees)**

Micro-business members are not entitled to vote on Association matters, but they may attend Board of Directors meetings unless determined otherwise by the Board in a specific instance, and they may attend meetings of the membership of the Association. Only employees listed as paid members will be offered the member registration at AMM events Attendance at AMM events is covered only for member individuals.

**Micro-Business Member Dues: \$500 per year**

*\*A micro-business is defined as an organization with less than five employees, small enough to require a little capital (\$35,000 or less) to get started (<http://www.sba.gov/>)*

### **Individual**

An individual wishing to remain involved in the medical media industry, but who is currently unaffiliated with any organization.

Individual members are not entitled to vote on Association matters, but they may attend Board of Directors meetings unless determined otherwise by the Board in a specific instance, and they may attend meetings of the membership of the Association.

**Individual Member Dues: \$150 per year**

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The AMM welcomes all new members. Please share with us the value/importance AMM membership has to your organization.

**Payment Information:**

Make checks payable to AMM. Payment should be in US dollars.

Please charge my:            American Express            Visa            Mastercard  
(select one)

Account number:

Exp. Date:

Security Code:

Name of Cardholder:

Signature of Cardholder:

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**Additional Contacts:** 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 : Title:

Phone:

Email:

Name : Title:

Phone:

Email:

Name : Title:

Phone:

Email:

Name : Title:

Phone:

Email:

Name : Title:

Phone:

Email:

Name : Title:

Phone:

Email:

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## **AMM Code of Ethics**

The members of The Association 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 media is to serve the reader's needs and interests. By doing so, the best interests of advertisers are also served.
2. No editorial material will be published in return for advertising consideration, and no editorial material will be published in exchange for monetary compensation except as provided for editorial supplements by the International Committee of Medical Journal Editors (ICMJE) *Recommendations for the Conduct, Reporting, Editing, and Publication of Scholarly work in Medical Journals* and the World Association of Medical Editors (WAME) *Recommendations on Publication Ethics Policies for Medical Journals*.
3. A member media brand 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 media brand will maintain its editorial integrity and independence from influence by any outside sources, including advertisers and the government.
5. Media brands will support and promote the ideal of a free press.
6. Media brands will respect the trademarks and copyrights of other publications.
7. The print circulation of each publication will be verified periodically by an outside source to ensure distribution of the circulation outlined in its rate card.
8. Publishers shall make available for inspection, on request, data from its website traffic and digital monitoring tools in order to verify sales claims.
9. Media brands will deal honestly and fairly with all advertisers, and members' pricing practices will conform to all applicable laws.
10. Media brands will not knowingly accept advertising that contains untruthful, deceptive, or misleading statements.
11. Each AMM member will promote and sell space on its media brand's own merits, and will not use promotion or selling methods that disparage other publications.