

We Just Turbo Charged Your Membership

AD CLUB TURNS A NEW PAGE IN 2011 AS WE RENEW OUR AFFILIATION
WITH THE PRESTIGIOUS AMERICAN ADVERTISING FEDERATION

support

recognition

service

development

COPYWRITER
PHOTOGRAPHER
MOTHER
ART DIRECTOR
ACCOUNT MANAGER
COLLABORATIVE
BROTHER
WEB DEVELOPER
ORGANIZED
PRINTER
TECH SAVVY
CONFIDENT
MAD MAN
PRODUCER
VOICE TALENT
INTERN
HUMBLE
WELL-INFORMED
YOUNG
PUBLICIST
SEASONED
MARKETING EXEC
ILLUSTRATOR
MEMBER — JOIN US!

THE AD CLUB

Association of Professional Communicators

MEMBERSHIP 2010 - 2011

Ad Club turns a new page in 2011 as we renew our affiliation with the prestigious American Advertising Federation. This is a big move! AAF represents 50,000 ad professionals across 210 Ad Clubs nationwide. Your new benefits are too numerous to list here, but here's the gist:

BENEFITS IN BRIEF

AAF will help us book leading industry speakers, participate in learning initiatives and seminars, support education, tap professional resources, find jobs and employees, enjoy discounts and perks, and rejoin the ADDY community, the world's largest ad competition.

THE ADDY AWARDS

With 60,000 entries, The ADDY® Awards honor excellence in advertising among 210 affiliates nationwide. Local winners go on to 14 regional competitions and national finals.

MORE RESOURCES

The AAF Job Bank, Career Consulting, Speakers Directory, Discounted subscriptions, SmartBrief and Interact industry updates, PR and media distribution support, conferencing hubs, presentation services, seminars, and much much more.

Get ready for a Turbo Charged Ad Club in 2011. To learn more about the AAF and your new benefits, click our new AAF link at albanyadclub.com or visit aaf.org.

**WHAT IS THE AD CLUB?
WHO ARE OUR MEMBERS?**

The Ad Club, officially known as the Association of Professional Communicators, brings programming, special events, and networking opportunities to the Capital Region advertising community. Ad Club members are like you... professionals who are passionate about what they do. Members include advertising agency professionals, media representatives, public relation specialists, copywriters, graphic artists and designers, broadcast producers, voice and on-air talent, state communication and public information specialists, web developers, business owners, and students. The Ad Club and its 300 members from 100 different companies and state agencies are proud to be part of one of the largest professional communications organizations in the area.

**COPY: LARRY MOSSEY, THE MOSSEY GROUP
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OUR BOARD INVITES ALL MEMBERS TO BECOME ACTIVE IN ONE OF THESE VERY IMPORTANT COMMITTEES:

NEWSLETTER

Keep that info coming.

NOMINATING

Who should be on the board?

NORI AWARDS

Great work speaks for itself.

PROGRAMMING

Hone your edge or learn something new.

SOCIAL

Planning. Lots of planning.

STUDENT COMMITTEE

Mentor young talent.

MEMBERSHIP

We always need new blood.

WEB SITE

Keep us up to date!

GET IN TOUCH!

info@albanyadclub.com



THE AD CLUB

*Association of
Professional Communicators*

**P.O. BOX 903
LATHAM, NEW YORK
12110**

**ENROLLMENT AND INVOICE
OCTOBER 1, 2010 - SEPTEMBER 31, 2011**

INFORMATION

The information you provide to us on this form is the information we use for our database and in our online member directory. If you prefer to exclude your information from our member directory, please check this box.

BE A PART OF IT ALL

Committees include the NORI Awards, Social, Membership, Education, and more! Interested? Just put a star * next to your name. We'll call you!

INDIVIDUAL FULL MEMBERSHIP

\$160/year; \$180 after January 1, 2011; Includes full AAF benefits and voting rights as an Albany Ad Club member. Membership resides with the individual and is not transferable without the approval of the Ad Club Board of Directors.

INDIVIDUAL ASSOCIATE MEMBERSHIP

\$125/year; \$145 after January 1, 2011; Open to any individual. Voting rights as an Albany Ad Club member. Non-transferable.

CORPORATE FULL MEMBERSHIP

\$340.00; \$360 after January 1, 2011; Includes 3 members with AAF membership) Full Member Add Ons: \$35.00 per person; \$55 after January 1.

CORPORATE MEMBERSHIP

\$285.00/year; \$305 after January 1, 2011; One person receives AAF benefits; unlimited subsequent members at associate level only.

MEMBERSHIP DUES ENCLOSED FOR:

- Individual Full Membership: \$160.00 (Includes all AAF Benefits)
- Individual Associate Membership: \$125.00 (No AAF Benefits)
- Corporate Full Membership (Includes 3 members with AAF membership) \$340.00; Full Member Add On's: \$35.00 per person
- Corporate Membership (With unlimited Associate Members) : \$285.00 (One person as the AAF member and all subsequent members would be at associate level only and not assigned an AAF password).

**NOTE: Prices increase by \$20 at each level as of January 1, 2011
DSA members must pay \$35.00 to receive full AAF benefits**

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Name: _____

Title: _____

Email: _____ Job Code: _____

Name: _____

Title: _____

Email: _____ Job Code: _____

Name: _____

Title: _____

Email: _____ Job Code: _____

Name: _____

Title: _____

Email: _____ Job Code: _____

IF YOU NEED ROOM FOR ADDITIONAL MEMBERS PLEASE ATTACH A SEPARATE SHEET

JOB CODE

- | | |
|--------------------------------|-----------------------------|
| 01 Advertising Agencies | 09 Paper Company or Printer |
| 02 PR/Promotion | 10 Writer |
| 03 Audio/Video Production | 11 Exhibits & Displays |
| 04 Photographer | 12 Education |
| 05 Talent | 13 Media Buying |
| 06 Services | 14 Illustrator |
| 07 Marketing Consultant | 15 Government Agency |
| 08 Graphic and/or Web Designer | 16 Other (please specify) |