2010 NADbank Study

NADbank
Newspaper Audience Databank Inc.

Annual Membership **March 2011-March 2012**

Company Name: _____

Address _____ City: _____

Province: _____ Postal Code: _____ Website: _____

Tel: _____ Fax: _____ Email: _____

Company Representative: _____
(full name and title)

Calculation of **Membership Fees**

❑ **Advertising Agency/Media Management Company**

Base fee $780 ..... $_____

+ Total Canadian media billings over $5 million
each 5 million dollar increment _____ x $140 ..... $_____

+ multiple office fee _____ x $160/each additional office ..... $_____
(Please provide contact names, titles, telephone numbers and email addresses for additional offices)

TOTAL $_____

*e.g. $20 million in Canadian media billings:
($780 base fee) + (3 x $140) = $1,200 + 1 additional office ($160) = $1,360 NADbank 2010 Study fee

❑ **Newspaper Advertiser**

National Advertiser $1,300 ..... $_____

Regional/Provincial Advertiser $1,050 ..... $_____

Local Advertiser $525 ..... $_____

Non-profit advertisers reduce fee by 25% ..... $_____

❑ **Associate Member**

1. Consultant/Creative or Strategic Planning Company/
   Non-Newspaper Advertiser/Industry Association
   Flat Rate $2,535 ..... $_____
2. Authorized Research Supplier
   (Rates on request) ..... $_____
3. Authorized Data Users
   Flat Rate: National $5,000 ..... $_____
   Regional $2,500 ..... $_____
4. Educational Institution
   Flat Rate $160 ..... $_____

SUBTOTAL $_____

GST/HST $_____

PST $_____

TOTAL NADBANK 2010 STUDY FEES $_____

The release date for the 2010 Study is the end of March 2011. The undersigned has executed and is bound by the terms of the NADbank End User Agreement upon joining NADbank Inc.. Failure to deliver an executed copy of this Membership Form to NADbank Inc. by March 15, 2011 will cause the termination of the NADbank End User Agreement.

Please complete and sign this form then fax/email it to the attention of MeLing Johnston, Vice President, Member Services.
NADbank Inc. 890 Yonge Street, Suite 200, Toronto, Ontario M4W 3P4 Tel: (416) 923-7724 Fax: (416) 923-4002 Email: mjohnston@nadbank.com

Dated at _____ this _____ day of _____ , 2011

_____ _____
Member Signature NADbank Inc. President Signature

_____ _____
Member Company Name Chief Financial Officer Signature*

* CFO signature is required for Advertising Agencies/Media Management Companies to verify total Canadian media billings.