



MEMBERSHIP REQUIREMENTS/APPLICATION

Membership in the Independent Free Papers of America shall be limited to those companies publishing locally distributed and independently owned free circulation publications that derive at least 75% of their total publication income from free circulation papers, and if they are affiliated with another or larger entity, that entity also derives at least 75% of its total publication income from free circulation papers, and all such papers meet the following uniform requirements:

- **Free Circulation**
- **Participation in the CADNET Program.** As a requirement of IFPA Membership, classified ads will be sent weekly to each member and must be placed in member publications unless that publication’s policy dictates otherwise. As a result of participation, the IFPA member will be enrolled in the rebate program.
- **Saturation Coverage** shall be construed to include those publications intended to provide complete, or saturation, coverage of designated geographical area, and shall not include those publications which are intended as “fill-in” supplements to other publications.
- **Published** at stated intervals.
- **Continuity** as to title and general nature of content from issue to issue.
- **News/Features/Community Data** may be included in each issue.
- **Code of Ethics/Ethical Business Practices** conforming to that enacted by the IFPA

APPLICATION: (All information must be printed or typed)

I/We, having examined the IFPA Membership Requirements and Code of Ethics, hereby make application for active membership in the Independent Free Papers of America and submit the following in support of my/our application, together with payment of first-year dues.

Legal Name of Firm _____

Publication Name _____ Year Est. _____

Street Address _____ Mailing Address _____

City _____ State _____ Zip _____

Publisher’s Name _____ IFPA Contact _____

Telephone () _____ Fax () _____

Web Site _____ E-Mail _____

CADNET PARTNERSHIP INFORMATION

Contact Person and information below needed to process CADNET Classified Ads each week

Cadnet Contact Person _____ Advertising Manager _____

Cadnet Phone _____ Cadnet Fax _____

Cadnet E-mail _____ Ads to be sent: E-Mail Fax Both

of Zones _____ Total Circulation _____

CODE OF ETHICS

As a member of Independent Free Papers of America, I hereby pledge myself, and the organization which I represent, to:

Observe the highest standards of honesty in all business transactions, and to avoid the use of any and all unfair business practices.

Advertise and publish only such circulation and distribution figures as can be satisfactorily substantiated.

Advertise and publish current advertising rates, and furnish rate cards to any legitimate business firm upon request. Quote no rate which cannot be earned by any or all advertisers, and not engage in the practice known as "double billing"

Subscribe fully to the copyrights principle, and respect the copyrights of others to the same extent which we expect others to respect our own copyrights.

Not knowingly permit the use of any false titles, confusing technical data, descriptions, misleading or inaccurate terms or claims in any advertising copy.

Maintain a spirit of friendly cooperation and assistance towards our fellow craftsmen, and extend a helping hand wherever possible.

Continually endeavor to raise and enhance the quality level of our profession. Maintain a dignity of manner in our craft and the services connected with it, and in the appearance of our places of business, and in all other forms of public contact.

Agree that all of the following actions specifically constitute unethical business practices as applied to all publishers, and all publications and editions thereof, paid or free, which are a part of the publisher's organization:

1. Deliberate setting of advertising rates below cost
2. Making false statements regarding circulation
3. Requiring advertisers to purchase space in combination only
4. Charging rates not available under the same terms to all advertisers
5. Double billing

Recognize and subscribe to the authority of the officers and Directors of Independent Free Papers of America in all matters of interpretation of this Code of Ethics.

Agree to cooperate fully in any investigation by the Board of Directors, or any duly appointed Ethics Committee of this Association, of any alleged instance of unethical conduct.

We/I certify that the membership herein applied for, if accepted, will be in full compliance both with the IFPA Membership Requirements and the Code of Ethics which are incorporated as a part of this application. I/we understand that membership will be initiated as soon as this application has been received and acted upon favorably by the Board of Directors. Continuation of membership privileges is subject to compliance with the Membership Requirements and other Provisions of the IFPA By-Laws and the Code of Ethics.

Firm Name _____ Signature _____
(Must be signed by president, publisher, principal officer)

Current Membership Dues : \$150.00 per year. Please make check payable to: Independent Free Papers of America, and mail with signed Application and Code of Ethics, two copies of your publication, one copy of your regular rate card, circulation map including number of households within designated area, Independent circulation verification or signed publishers statement of the average net circulation per issue and any other current rate or circulation data to: Gary Rudy, Executive Director, 107 Hemlock Drive, Rio Grande, NJ 08242
