



**4000 S. Sherwood Forest Blvd. Suite 502
Baton Rouge, LA 70816
225.344.9309 | www.lapress.com**

Active Membership

Thank you for your interest in becoming an Active Member in the Louisiana Press Association. LPA represents newspapers, news websites, magazines, specialty publications, and the people who publish them in every parish.

Benefits: Associate Online Membership in LPA offers many benefits including:

- Opportunities to participate in professional enhancement seminars/webinars
- Receive our newsletters to keep you updated on industry news.
- If part of working press, eligible for a photo Press ID card, recognized by the Louisiana State Police as the official press card in this state.
- Get members-only access to our media law guide, opportunity to ask questions through Legal "Hotline."
- Benefit from LPA's strong lobbying representation on publishing, reporting and advertising issues
- Have your publication listed in our statewide media directory
- Boost revenues by benefitting from our advertising sales representation.
- Active Members leadership are eligible to vote at the annual meeting and part of the LPA Board of Directors

Requirements to be eligible to be an Active member of the LPA are listed on the application page.

Application and Annual Dues: Your annual dues are equal to the cost of a full-page ad at your publication's local open rate. Dues will be prorated the following year depending upon when the application is approved (example, if membership accepted in June, the following year your dues will be 50% of the normal annual total).

Application and process: Enclosed you will find an application to be submitted to the LPA Board for review. Please return your application and payment for dues. Your dues payment will be held pending approval of your application.

If an application is rejected, the applicant may request a review of its application at the next regular meeting of the Board of Directors by serving notice of a request for review with the Association at least fifteen (15) days before the meeting. If for some reason you are not approved, your check will be returned to you.

If you have any questions, please contact the LPA Office at 225.344.9309 or via email at info@lapress.com



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ACTIVE MEMBERSHIP APPLICATION

Newspaper _____

Mailing Address _____

Physical Address _____

Publisher _____ Email _____

Phone _____ Fax _____

General Email _____ Website _____

Year Established _____ Frequency _____

Circulation Information

Paid Print _____ Paid Online _____ Total Paid Circulation _____

Advertising Information

Cost of one full page at the local open rate \$ _____

Active Membership Requirements

- The publication must be published and printed in an accepted newspaper format and meet the ethical, news and typographical standards generally recognized by the newspaper profession
- The publication must produce content and employ staff in Louisiana
- The publication must be published consecutively for at least two years prior to application for membership. It must be published in a daily or weekly cadence and must also bear a fixed title or name and datelines
- The publication must annually publish, verify and submit to the Association accurate circulation or website traffic figures, based on a recognized auditing agency, a sworn post office statement, or a duly notarized statement
- The yearly average of news-editorial content must not be less than 25% of the newspaper. Of news-editorial content, at least 75% must be produced by the local staff of the newspaper or be purchased from recognized news sources
- Must be statutorily eligible to be selected as an official journal of a Louisiana public body
- Members agree to participate in the Louisiana Press Marketing Services and to adhere to its policies.

Please return the following with your application:

- The three (3) latest issues of your publication.
- A recent copy of your USPS "Statement of Ownership, Management and Circulation" (USPS Form #3526) or an audit report from a recognized auditing entity
- Payment of \$ _____ (cost of a full-page ad at local open rate)

I certify that my statements above are correct and complete to the best of my knowledge.

Signature

Title

Print Name

Date