



## **Associate Active Online Membership**

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

Associate Active 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.

Your annual dues are \$500. 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 for some reason you are not approved, your check will be returned to you. 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).

If you have any questions, please contact the LPA Office at 225.344.9309 or via email at [info@lapress.com](mailto:info@lapress.com)



## ASSOCIATE ACTIVE ONLINE APPLICATION

Website Name/URL: \_\_\_\_\_

Mailing Address \_\_\_\_\_

Physical Address \_\_\_\_\_

Publisher: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Year established: \_\_\_\_\_

**Frequency of Updates:** Daily \_\_\_\_\_ Semi-Weekly \_\_\_\_\_

**Access:** Paid \_\_\_\_\_ Free \_\_\_\_\_

Website average pageviews last six months: \_\_\_\_\_

**Membership Requirements:** Associate Active Online Membership may be offered to any online publication/website that conforms to the following criteria:

- Published for at least two (2) years, regularly and consecutively, prior to the application
- Available to the general United States public via the World Wide Web
- Available generally 24 hours a day, 7 days per week, except for scheduled down time and emergencies
- Core content is updated on a regular basis, not less than twice per week
- Online Publication bears a fixed title or name and datelines on articles.
- Core content is comprised primarily of original, factual, and/or opinion content. Some 'links to other content are allowed.
- Members agree to participate in the LPA Ad Service and to adhere to its policies. Please see the attached brochure.

**Please return the following with your application**

- Five (5) different screenshots of your publication (from different dates) for review.
- Your annual dues payment of \$500.00

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

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Signature

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Title

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Print Name

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Date