

Application Procedures

The procedure:

An expert visits your office for a consultation about one of the following subjects: advertising, circulation and promotion, design, production, electronic media, financial administration, editorial, or business planning. The typical consultation is a day-long session during which the specific challenges of your day-to-day operations are discussed with you, your staff, and the consultant. Often, the consultant will follow up with suggestions and remain in touch with you as an ongoing resource.

How to apply:

Choose an area in which you would like a consultation, then fill out and return the application form to the AMPA office. Your cheque for \$200 must accompany the application form*. If you have special projects or plans you'd like to discuss with the consultant, be sure to indicate these in the space provided on the form.

Once your magazine has been matched with a consultant, you will be asked to submit the Pre-Consultation Survey form. Doing so will ensure that you gain as much as possible from your session. Include information on past direct mail or renewal campaigns, past advertising and promotional campaigns, financial documentation, or any other details that will help the consultant tailor the session to your needs.

AMPA will:

- act as a clearinghouse for all the material relating to the program
- contact and match the consultants to magazines
- pay the consultant
- file a final report with the Canada Magazine Fund

Your commitment:

- fill out the application, specifying your magazine's area of interest
- provide the consultant with background material
- meet with the consultant on a mutually agreeable day
- fill out an evaluation form after the consultation and return it to AMPA

Deadline for Applications

The application deadline is November 15, 2005. Consultations will be allocated on a first-come, first-served basis. However, priority will be given to AMPA members who have never used this program.

Program Cost

* Magazines registered as non-profit: No cost

Active members: \$200 Affiliate members: \$300

*Non-profit magazines must submit proof of their charitable status. All others must send a cheque with the application.

Any member not submitting an evaluation after the consultation will be billed for the entire consultant fee plus travel expenses.