



Alberta
Magazine
Publishers
Association

Pros on the Road

CONSULTANTS PROGRAM

AMPA Member Application

Contact Person _____

Magazine _____

Mailing Address _____

Business Phone _____ Fax _____

E-mail _____

I wish to receive a consultation about the following topic:
(limit of one per magazine)

- Advertising : i.e., sales strategies, value-added packages, media kits, and readership surveys
- Circulation: i.e., renewals, subscription promotions, fulfillment, and newsstands
- Design: i. e., covers, layout, page hierarchy, and design components
- Electronic Media: i.e., marketing your Web site, research and measurement, product strategies, selling on the internet and other online revenue sources
- Production: i.e., scheduling, pre-print, and print co-ordination and negotiations
- Financial Administration: i. e., cash flow, budgets, and financial tracking
- Editorial : i.e., improving copy flow, stretching budgets, increasing readership, content
- Business Management: i.e., how to write or revise a business plan

I want to discuss : _____

Preferred Consultation Date : _____

Signed: _____ Position: _____

Date: _____ Credit card # (if faxing): _____

Expiry: _____ Type of card: _____

Please complete and return this form to: Colleen Seto, Executive Director
Alberta Magazine Publishers Association
#204, 1039 17th Ave SW
Calgary, AB T2T 0B2
Fax: 403-670-0492 (include credit card info if faxing)

Your cheque for payment must accompany this form. (Note program cost under Application Procedures.)