



# Pros on the Road

## CONSULTANTS PROGRAM

### AMPA Member Application

PDF Fillable Form (just fill out and email)

Contact Person \_\_\_\_\_ Position: \_\_\_\_\_

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., cover, 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
- 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(s): \_\_\_\_\_

Date: \_\_\_\_\_ Credit Card # (if fax or email): \_\_\_\_\_

Expiry: (mm/yy) \_\_\_\_\_ Type of card:  Visa  MC

This form may be filled out using Acrobat Reader or Mac Preview and emailed to [director@albertamagazines.com](mailto:director@albertamagazines.com) OR you may print and send by fax to **403-670-0492** OR mail to:

Executive Director  
Alberta Magazine Publishers Association  
#204, 1039 - 17 Ave SW  
Calgary, AB T2T 0B2

If mailing, please include cheque payable to Alberta Magazine Publishers Association. Include credit card # if faxing or emailing.  
Payment must accompany this form (see Application Procedures for program cost)