

Application Procedures

How it works:

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

These consultations are a benefit provided by AMPA to member publications at a fraction of the actual cost.

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 payment or credit card number must accompany the application form; payment will not be processed until a consultant has been confirmed. 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 circulation or promotional campaigns, financial documentation, readership information and any other details that will help the consultant tailor the session to your needs.

AMPA will:

- contact and match consultants to magazines
- arrange and pay for travel if necessary, and pay for the consultant
- file a final report with the Canadian Periodical Fund

Your commitment:

- fill out the application, specifying your magazine's area of interest, and include payment
- provide the consultant with background material and copies of your magazine
- have a phone discussion (or two) with the consultant to determine the goal(s) of the consult
- meet with the consultant on a mutually agreeable day
- fill out an evaluation form after the consultation and return it to AMPA

Applications

Priority will be given to AMPA members who have never used this program. AMPA may only fulfill out-of-province consultant requests if two or more publishers agree they want to meet with that person. Otherwise, local experts will be sought.

Program Cost

Magazines registered as non-profit: Free

Voting members: \$200 Affiliate members: \$300

Please send a cheque or credit card information with your application. Payment will not be processed until a consultant is confirmed and booked, however at that time payments will be non-refundable. Additionally, any member who doesn't submit an evaluation after the consultation will be billed for the entire consultant fee plus travel expenses.