

Minnesota Free Paper Association



Minnesota At Your Doorstep.

# Regular Member Application Form

Send to: Minnesota Free Paper Association, Inc.  
21998 Highway 27, Little Falls, MN 56345  
Phone: (320) 630-5312  
email: terry@mfpa.com • www.mfpa.com

The Minnesota Free Paper Association is a for-profit organization dedicated to the advancement of the free-paper industry in Minnesota. Applications for membership should be sent to the Secretary (address above) for Board Review, along with a check for one year's dues and four of the most recent representative copies of the publication(s).

### ELIGIBILITY REQUIREMENTS:

"Any company, whether a corporation, partnership, sole proprietorship, or other form of business which publishes a free circulation shop- per or free circulation newspaper in Minnesota or in any adjoining state, shall be eligible for membership in the Corporation. All applica- tions for membership shall be submitted to the Board of Directors of the Corporation for approval. If the applicant for membership is owned by a group, chain or publishing company that also publishes paid distribution papers, the application must submit for the Board's approval, an affidavit showing that more than 50% of the group's, chain's or publishing company's revenues are derived from its Free Distribution Papers when compared to its paid circulation papers. The Board reserves the right to waive the 50 percent publisher's revenue portion, or any other membership qualification, by two-thirds vote of Directors. Member publications must publish a free paper distributed to a specific geographic area, with at least 80 percent household coverage in that area. Rack copies can be no more than 20 percent of the total distribution. Volunteer pay can be no more than 25 percent of the total distribution. Member publications must be regular—weekly or more frequent—for at least one year prior to membership. Member publications must maintain a distribution system independent of any paid publication's distribution list ..." MFPFA Bylaws, revised and adopted February 10, 2007.

### PLEASE TYPE OR PRINT CLEARLY:

Name of free publication for which application is being submitted: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone: ( \_\_\_\_ ) \_\_\_\_ - \_\_\_\_\_ Fax Number: ( \_\_\_\_ ) \_\_\_\_ - \_\_\_\_\_

E-mail Address: \_\_\_\_\_ URL: www. \_\_\_\_\_

Name of company which owns this publication: \_\_\_\_\_

Publisher's Name: \_\_\_\_\_ Year Publication was Founded: \_\_\_\_\_

Frequency of Free Publication: \_\_\_\_\_ Circulation of Publication: \_\_\_\_\_

Please list any other free publications which would qualify for MFPFA membership, owned by company: \_\_\_\_\_



On the map to the left, please highlight the counties the publication saturates. (This is needed for the membership directory)

Define your primary distribution area by Zip Code:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list the Counties in which the publication is distributed :

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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Does your company operate a paid publication at this location? Yes \_\_\_\_\_ or No \_\_\_\_\_

If Yes: Is your free publication distributed to all households in your primary market or only those who do not subscribe to your paid publication? To everyone \_\_\_\_\_; only to non-subscribers \_\_\_\_\_

Publication Day(s): \_\_\_\_\_ Is your distribution audited? If so, by whom? \_\_\_\_\_

**DELIVERY METHOD:**

Mail \_\_\_\_\_% Carrier/Driver \_\_\_\_\_% Single Copy \_\_\_\_\_% Core market coverage? \_\_\_\_\_%

Do you offer voluntary pay? If so, what percent of your circulation pays? \_\_\_\_\_%

**PUBLICATION FORMAT:**

Tab/Broadsheet/Other \_\_\_\_\_ Number of Columns per Page: \_\_\_\_\_ Avg. Pages per Edition: \_\_\_\_\_

News Percentage: \_\_\_\_\_ Delivery day: \_\_\_\_\_

Name and email address of person at company to be referred to as MFPA Contact: \_\_\_\_\_

I believe our publication qualifies for membership in MFPA as outlined in the summary above, and the information here is accurate to my best knowledge.

\_\_\_\_\_  
Publisher

\_\_\_\_\_  
Date

Signature by publisher accepted as an affidavit.

**We have also enclosed the following information for review by the MFPA board:**

- \_\_\_ \$150 check for regular membership dues
- \_\_\_ Signed and completed application form
- \_\_\_ Four most recent copies of the paper applying for membership.
- \_\_\_ One copy of all paid newspapers also owned by the parent company.
- \_\_\_ One copy of all free distribution publications also owned by the parent company.

Regular members are eligible for MFPA benefits, including CVC audits, that are made possible by the Minnesota Classified Network advertising carried in MFPA publications. It is necessary for member publications to run ads weekly and submit proof through MFPA auditing procedures to receive said benefits.

Every effort is made to screen out objectionable ads, but all members are free to delete ads from those they receive that they find objectionable.