



MEMBERSHIP APPLICATION

Annual Fees and Membership levels

Student Membership \$50
Non-transferable
 No AAF National affiliation
 15% discount on meals

Executive Membership \$300
 One representative,
non-transferable
 Includes AAF dues and meals

Company Membership \$450
 One representative, **transferable**
 Includes AAF dues and meals

Corporate Membership \$1,850
 Five **transferable** representatives
 Includes AAF dues and meals
 Logo on club communications
 One meeting sponsorship opportunity
 with signage

Company Name	Mailing Address	City/State/Zip
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Representative	Phone	Fax	E-mail
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Authorized Signature/Title

Date

PAYMENT may be made annually or quarterly. Payment in advance of the first quarter's dues is required for processing membership application.

Please make check payable to the **American Advertising Federation-Corpus Christi Chapter** and mail to: **P.O. Box 1642, Corpus Christi, Texas 78403-1642**

For membership questions, please e-mail membership@aaf-cc.org.
 All other questions, please visit our website: www.aaf-cc.org.

Join A Committee! Please check all that you may be interested in. We'll contact you with more info!

Membership

Public Service

ADDYs

Fundraising

Public Relations

Publications

Programs

Who We Are at the AAF-CC

The American Advertising Federation - Corpus Christi Chapter adheres to the principles and tenants of the AAF national and district organizations. We strive to protect and promote the well-being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising associations and college chapters. All of this is linked through coordinated contacts with other national and regional organizations and associations for the promotion of business within the United States and the world.

Here's what the AAF does

- Brings together members and non-members to yield creative business solutions
- Protects and promotes advertising at all levels of government through grassroots activities and legislative educational programs
- Educates AAF members on the latest trends in technology, creativity and marketing to keep them abreast of the latest developments that can facilitate the distribution of advertising to promote business
- Provides programs to assist local business and consumer leadership in making better use of advertising
- Encourages young people to enter the advertising business in one of its many professional areas
- Honors advertising excellence through programs at the local, district and national level. This includes programs such as the ADDY Awards and the local AAF-CC Closer Awards
- Promotes diversity in advertising by encouraging the recruitment of people into the profession from diverse cultures
- Applies the communication skills of its members to help solve community concerns

Teaching What We Practice

Members of the AAF-CC, along with those of the AAF 10th District and all other AAF Chapters, support the need for education in the field of advertising on a number of levels. As practitioners of a valuable form of communications, it benefits us to teach others not only about what we do, but why we do it.

Education for Business

The AAF-CC sponsors seminars for local businesses to teach them the best ways to use and maximize their advertising budgets. We also work with area nonprofit organizations to assist them in better utilizing available media resources and help achieve their goals.

Consumer Education

Through the Better Business Bureau the AAF-CC works to educate area consumers and businesses in their rights and obligations in presenting and taking advantage of advertising opportunities. The AAF-CC also assists the BBB in the setup of the local Advertising Review Board with the goal of mediating consumer/business advertising disputes.

Working with Students

We sponsor an annual "Career Day" workshop for area college students who might be considering advertising as a profession. In the workshop we offer the students an opportunity to meet face-to-face with various members of the advertising community. This allows the students to hear first hand how the "real world" works in advertising.

Working with the Government

The members of the AAF-CC and other AAF Chapters work diligently to keep our local, state and federal government appointed and elected officials aware of the benefits of a free advertising industry within our free enterprise system. This involves a continual educational process - see Legislative Education for more on this area.

Educating the Ad Professionals

The members of the AAF-CC, and leaders in the area advertising community, are continually being updated and informed through the programs presented at the monthly AAF-CC meetings.