



**Electronic Retailing Association**  
*Leaders in Direct-to-Consumer Commerce*

## ERA Membership Application – Media/Network/Cable

2000 North 14<sup>th</sup> Street, Suite 300 • Arlington, VA 22201  
 t. 703.908.1036 • f. 425.977.1036 • [www.retailing.org](http://www.retailing.org)

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Website: \_\_\_\_\_

### **Membership Dues**

*(You are required to fill out this application completely to be eligible for membership)*

DIRECTIONS: Membership term is one year from approval date. All payments must be in U.S. dollars. There are no dues installments. Prospective members with dues in arrears and/or outstanding balance(s) with ERA and Electronic Retailer magazine are not eligible for membership until the balance is paid in full.

Members in this category do not have the right to vote, run, or be considered for the board of directors or to a chair program committee or council. In addition, members agree to abide by ERA's membership policies and guidelines as outlined on [www.retailing.org](http://www.retailing.org). Membership is contingent upon approval by ERA's board of directors.

This dues level is restricted to ownership of media outlets (and their agents) as they relate to television stations and networks (broadcast, cable, and satellite). If individual stations would like a separate contact listing in the directory or their individual station/channel name on conference badges, they must register as an individual Level II member. Parent groups/networks must register at the Level I category.

### **Payment Information – Please Select**

Check #: \_\_\_\_\_

*(make payable to the Electronic Retailing Association in U.S. Dollars)*

\_\_\_\_ VISA    \_\_\_\_ MASTER CARD    \_\_\_\_ AMEX

Card #: \_\_\_\_\_ Exp Date: \_\_\_\_/\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

### **Signature & Dues Affidavit**

The ERA board of directors approved the following affidavit for signature by each new and renewed member of ERA.

We, (print company name) \_\_\_\_\_, hereby attest that we are paying dues at the correct level.

The undersigned applies for membership in the Electronic Retailing Association (ERA) and certifies that all statements made in this application are correct and, if elected to membership, agrees to abide by the association's bylaws, membership policies and procedures, code of ethics and self-certification program. The applicant's sole and exclusive liability under this membership application and dues affidavit is that failure to comply with the aforementioned may result in immediate and automatic termination of ERA membership by the board of directors. Members also agree to abide by the Electronic Retailing Self-Regulation Program (ERSP) and the ERA Counterfeiting Fact Finding Program. The applicant's sole and exclusive liability under this membership application and dues affidavit is that failure to comply with ERSP and/or ERA Counterfeiting Fact Finding Program will result in immediate and automatic termination of ERA membership without consideration by the board of directors. Your dues are not refundable upon termination for any reason.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

<b>Level 1 – Broadcast, Satellite, or Cable Groups Including:</b>
Please Select: <input type="checkbox"/> TV Broadcast group(s) or network(s) <input type="checkbox"/> National cable group(s) or network(s) and multichannel system operators (MSO) <input type="checkbox"/> Satellite network(s) <input type="checkbox"/> Latin American cable and broadcast network(s) <input type="checkbox"/> TV representatives <input type="checkbox"/> Individual cable station(s)/channel(s)
<b>Level I: \$1,500</b>
<b>Level II – Individual Network Affiliates:</b>
Please Select: <input type="checkbox"/> Network affiliates
<b>Level II: \$750</b>



**Electronic Retailing Association**  
*Leaders in Direct-to-Consumer Commerce*

## ERA Membership Application – Media/Network/Cable

2000 North 14<sup>th</sup> Street, Suite 300 • Arlington, VA 22201

t. 703.908.1036 • f. 425.977.1036 • [www.retailing.org](http://www.retailing.org)

### **Additional Company Contacts (if different from the primary contact listed on page 1)**

Type	Name	Title	Email Address
Alternate Contact			
Meetings/Conferences			
Government Affairs (e.g. General Counsel)			
Public Relations			
Billing			

### **Company Description (to be included in member directories):**

---



---

### **Committee and Council Involvement**

ERA will automatically place you on the TV Council. You can opt out by contacting ERA's membership department at 703.841.8284. You can sit on any of the committees and councils listed below as well. Committees administer the yearly strategic goals adopted by the board of directors. Councils collaborate and share industry trends and issues. More information and descriptions can be found at [www.retailing.org/Committees\\_council](http://www.retailing.org/Committees_council).

Committee	Name	Contact E-mail Address
Government Affairs		
Public Relations		
Membership		
Education		
Asia		

Council	Name	Contact E-mail Address
Canadian Council		
Internet & Emerging Media		
Latin American		
Radio		
TV		
US Hispanic		



**Electronic Retailing Association**  
*Leaders in Direct-to-Consumer Commerce*

# ERA Membership Application – Media/Network/Cable

2000 North 14<sup>th</sup> Street, Suite 300 • Arlington, VA 22201

t. 703.908.1036 • f. 425.977.1036 • [www.retailing.org](http://www.retailing.org)

## SERVICE CATEGORIES:

Please check off no more than **five** category(s) that apply to your company.

### 1 AGENCIES

- Agency, Creative Services
- Agency, Direct Marketing
- Agency, Direct Response
- Agency, Full Service w/Direct Div.
- Agency, Online
- Agency, Print
- Agency, Public Relations
- Agency, Radio
- Rep Firm Radio
- Rep Firm TV
- Rep, Shopping Network for Product
- Talent Agent/Mgr./Broker

### 2 CONSULTANTS

- Consultant, Direct Marketing
- Consultant, Direct Response
- Consultant, Interactive TV
- Consultant, Online
- Consultant, Radio
- Consultant, TV
- Consultant, On Air Talent Training

### 3 DISTRIBUTION & FULFILLMENT SVCS

- Distributor – U.S.
- Distributor – International
- Distributor – Online
- Distributor – Retail
- Distributor – Wholesale
- Envelope Manufacturer/Distributor
- Fulfillment House
- Import/Export
- International Services
- Packaging & Design Services

### 4 EMERGING TECHNOLOGIES

- Interactive TV Content
- Interactive TV Infrastructure
- Interactive TV Middleware
- Interactive TV Set-Top Mfrs.
- Interactive Protocol TV (IPTV)
- Mobile Marketing (Podcasting)
- Really Simple Syndication (RSS)
- Short Message Service (SMS)
- Voice Over IP (VoIP)

### 5 INTERNATIONAL

*(Conduct business in or for)*

- Asia-Pacific
- Africa
- Europe
- International, other
- Latin America
- Middle East
- US Hispanic

### 6 MARKETING SERVICES

- Backend Marketing/Consulting
- Brand Marketer
- Marketer, Blog
- Marketer, Database
- Marketer, Direct Response
- Marketer, E-mail
- Marketer, Long-form Radio
- Marketer, Long-Form TV
- Marketer, Online
- Marketer, Short-form Radio
- Marketer, Short-form TV
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)

### 7 MEDIA SERVICES

- Direct Marketing Media
- Media Buyer, Long-form Radio
- Media Buyer, Long-form TV
- Media Buyer, Per Inquiry
- Media Buyer, Short-form Radio
- Media Buyer, Short-form TV
- Radio Remnant Advertising/Media

### 8 NETWORKS/CABLE/LIVE SHOPPING

- Affiliate Network
- Broadcast/Network/Cable Group TV
- Broadcast/Satellite Group Radio
- Digital/Satellite Provider TV
- Individual Cable Station/Channel TV
- Individual Radio Station Sales
- Live Shopping Station/Network
- Multi-Service Operator (MSO)
- Online Broadcasting Network
- TV Station Rep Firm
- Radio Station Rep Firm

### 9 ONLINE

- E-commerce Services
- E-mail List Broker/Manager
- Interactive Holding Company
- Online Ad Network
- Online Auction
- Online Creative/Content
- Online Retailer w/Brick & Mortar
- Online Personal Services
- Pure-Play Online Retailer
- Web Design Firm

### 10 PRODUCT DEVELOPMENT & MANUFACTURING

- Beauty Dev.
- Electronics Dev.
- Entertainment Dev.
- General Consumer Product Dev.
- General Product Manufacturer
- General Product Sourcing
- Houseware/Hardware Dev.
- Fitness Hard Goods Dev.
- Nutraceutical/Ingestible Dev.
- Pure-Play Online Retailing
- Self-Improvement/Financial Svcs. Dev.

### 11 PRODUCTION SERVICES

- Audio Production
- Audio/Video Edit. Post
- Audio/Video Duplication
- CD/DVD Duplication/Replication
- Casting Services
- Celebrity/Host
- Closed Captioning Services
- Creative Services/Writing
- Full-service firm, Long-form TV
- Full-service firm, Short-form TV
- Full-service firm, Radio
- Full-service firm, All
- DVD Services
- Music
- Post-production Services
- Producer, Long-form
- Producer, Short-form
- Producer, Radio
- Studio
- Testimonial
- Video/DVD, Special Interest

### 12 TELESERVICES

- 1-800 Toll-free
- Call Center/Customer Care
- Call Recording/Call Logging/QA
- CRM/e-CRM
- Telecom Specialist
- Telemarketing, Automated/IVR
- Telemarketing, Inbound
- Telemarketing, Outbound
- Third-party Verification

### 13 ADDITIONAL SUPPORT SERVICES/ MISCELLANEOUS

- Association
- Catalog Services
- Collection Services
- Computer Software for DM
- Database Development
- Database Marketing Firm
- Direct-mail Services
- Legal Services
- Letter Shop
- Licensing Services
- List Broker/Manager
- Mail Monitoring Services
- Membership Club, Continuity
- Packaging & Design Services
- Payment Processing
- Premium/Incentive Sales/Distr.
- Print Services
- Printer (Sheet Fed/Web)
- Quality Control
- Research Firm
- Security/Identity Theft Firm
- Union
- Venture Capital Funding/Firm