PaperChain Publication Data Summary

This summary is needed to assure that we complete the data in the PaperChain Media Purchasing System correctly. Please call your association executive director if you have any questions on completing the form.

Your association and PaperChain have been working diligently to develop an industry-wide database, along with administrative tools to allow selling national and regional advertising into your publication.

Over the past four years, PaperChain has worked to brand our image, audit our publicaitons and build rapport with national and regional media buyers. Now, we have to create the data and tools to assist placing advertising.

This form will help us complete the data on your publication, and it is VITALLY important. Please complete it immediately and return it to your local association executive director as quickly as possible.

Please attach your latest circulation audit statement, and a copy of one page of each edition that you list in the table below.

The names and contact numbers of each association executive director are printed on the back of this sheet.

Please call with any questions. We need to have this completed accurately the first time.

Publication Name: _____

Address: _____

City, State Zip: _____

Phone: _____

Fax: _____

Publisher's Name: _____

Publisher's Email: _____

Person Responsible for all PaperChain Advertising: _____

Rep's Email: _____

Person completing this form: _____

Your telephone number: _____

Please list each edition that you publish, and the related information. If you sell advertising on a modular format, please indicate that below and attach a copy of your rate card.(If additional space is needed, please attach another sheet. If you want to attach a computer printout, please note below and attach to this form.)

Edition	Circulation	Local Open Rate

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