



AMERICAN ADVERTISING FEDERATION
TUSCALOOSA

New Dawn of Champions

Membership 2010-2011



Join Team AAF Tuscaloosa Today!

ANNUAL RATES

\$190 (includes cost of meeting meals)

CORPORATE GROUP DISCOUNTS

10% discount for 3- 5 members

20% discount for 6-10 members

ADGRAD

Free for graduates of advertising programs for first two years. Just pay \$10 for meeting meals.

Non-members are welcome to all events but a guest fee of \$20 per person will be charged.

Amount enclosed _____

Check VISA Mastercard

Name on credit card _____

Card number : _____

Expiration date: _____

Security Code: _____

Please make checks payable to:

AAF Tuscaloosa

PO Box 1771

Tuscaloosa, AL 35403

Please call Angie Hughes at 242-3708

or email ahughes@wvuatv.com

or Laura Lee at 242-8513 or email

laura@tuckermasseymarketing.net

if you need an additional invoice or have any questions.

All membership information is on our

website www.aaftuscaloosa.com

MEMBERSHIP APPLICATION

- New Member
- Single Membership
- Renewal
- AdGrad
- Corporate Discount

(Number of Members ____)

Name of Business: _____

Business Address: _____

Fax: _____

Member Name: _____

Title: _____

Phone: _____

Cell: _____

Email: _____

Member Name: _____

Title: _____

Phone: _____

Cell: _____

Email: _____

Member Name: _____

Title: _____

Phone: _____

Cell: _____

Email: _____

Member Name: _____

Title: _____

Phone: _____

Cell: _____

Email: _____



MEMBER ORGANIZATIONS

The following organizations are representative of the membership of Team AAF Tuscaloosa

Alabama Fire College
Alabama Public Radio
Albright Advertising
Arts & Humanities Council of
Tuscaloosa
Borgo Design
Chamber of Commerce
Charter Media
Checkpoint Marketing
Citadel Broadcasting
Clear Channel Communications
Crimson and White
DCH Health System
Drake Printers
Ellis Advertising
Ebsco Media
Gibens Creative Group
Hilton Garden Inn
JMF
Lamar Outdoor
MailSouth
Media General
Planet Solutions

P.E. LaMoreaux and Associates
Riverhill
Sealy Management
Selective Marketing
Shelton State Community College
Spark Creative + Communication
Strategic Partners
Temporary Emergency Services
TotalCom Marketing
Tucker Massey Marketing
Tuscaloosa Blueprinting
The Tuscaloosa News
Tuscaloosa County Park and Recreation
University Mall Marketing
The University of Alabama,
College of Continuing Studies
The University of Alabama,
Advertising and Public Relations Dept.
The University of Alabama,
Marketing and Communications
The University of Alabama,
Office of Student Media
WVUA
Walter Energy





What is Team AAF Tuscaloosa?

AAF TUSCALOOSA is a professional organization comprised of individuals who are employed in various aspects of the advertising industry. The membership includes advertising agencies, marketing departments, broadcast and print media, industry suppliers, and other advertising related professionals. General meetings are held the second Thursday of every month. However, occasionally the date and time will change and that will be announced in advance.

AAF sponsors a variety of programs including:

- ▶ Monthly meetings featuring industry-related speakers
- ▶ ADDYs. An annual awards ceremony recognizing advertising excellence
- ▶ Silver Medal Award. Given annually recognizing persons in the local community who have made outstanding contributions to the advertising industry
- ▶ Public Service programs utilizing the talents and resources of the club in order to benefit the community
- ▶ Advertising education in the community
- ▶ Diversity programs encouraging participation in the advertising community by multi-cultural individuals
- ▶ Fundraisers to provide scholarships to deserving students in the field of advertising including the annual golf tournament

AAF Tuscaloosa is an affiliate of the American Advertising Federation, the Unifying Voice for Advertising. Headquartered in Washington, DC, AAF is the trade association representing more than 50,000 professionals in the advertising industry.

AAF Tuscaloosa Objectives

- ▶ To provide a medium of exchange of professional interest
- ▶ To promote professionalism
- ▶ To promote and protect advertising
- ▶ To strengthen membership through training, education, and professional development
- ▶ To encourage community involvement through service and fundraising
- ▶ To support the goals and objectives of AAF

Member Benefits

- ▶ Development professionally through monthly meetings and events.
- ▶ Networking with peers, clients, and potential clients in the advertising community.
- ▶ Impact and influence the local community and local customer perception of the industry through public service initiatives.
- ▶ Contribute to the education of deserving advertising college students through fundraising.
- ▶ Receive discounts on ADDY award entries.

Member Discounts

- ▶ *AAF Job Bank.* If you are looking to jump-start your career or are seeking channels to identify and recruit new talent, the AAF can help!
- ▶ *AAF Smartbrief.* An e-news service available to AAF members that delivers the most essential advertising news of the day.
- ▶ *adCases.com. Portfolio, presentation and shipping cases* —AAF Members receive a 15% discount on all items in their online store.
- ▶ *Advertising Age.* Save 25% on your Advertising Age subscription.
- ▶ *Cobalt Web Hosting.* Cobalt, the official hosting provider of the AAF Web site, is proud to offer AAF members a special 10% discount on shared web hosting.
- ▶ *Fedex Shipping.* Save up to 20% on select FedEx Express® services, up to 12% on select FedEx Ground® services, and up to 13% on select FedEx Express® International services.
- ▶ *Hertz* - Offering AAF members up to a 20% discount at participating locations.
- ▶ *PROinsure.* Through PROinsure, the AAF provides coverage for club leadership and management as well as for individual members.
- ▶ *The New York times.* Save 25% on the cost of home (or office) delivery for a full year.