

Alliance of Area Business Publications
Applicant-Evaluation Checklist

This checklist is intended as a tool for members of the Standards Committee to use as they evaluate applicants for membership.

Compliance with Criteria for Membership

| | Yes | No |
|---|-----|----|
| 1. Is the Applicant engaged in the business of publishing a local, state, regional and/or metropolitan independent general business periodical? | | |
| 2. Has the publication been published for a period of at least one year, during which not fewer than six issues have been published? | | |
| 3. Is the publication an enterprise organized for profit? | | |
| 4. Is the publication owned by a nonprofit entity? | | |
| 5. Is the publication focused on broad business coverage of multiple industries, not just coverage of a single industry? | | |
| 6. Is the publication focused primarily on providing specialized real estate listings, buyer arrivals or financial listings such as bankruptcies or incorporations? | | |
| 7. Is the publication's circulation audited? | | |
| 8. If the publication's circulation is not audited, has a <u>Circulation Audit Agreement</u> been provided? | | |
| 9. Is the publication's primary mode of delivery to readers by mail or comparable means? | | |
| 10. Is the publication distributed primarily through free racks? | | |
| 11. Does the publication routinely include an editorial/commentary section? | | |
| 12. Is the publication delivered as a freestanding publication, not as an insert in another publication? | | |
| 13. Is the publication free of undue influence from other business interests of its ownership? | | |
| 14. Is the ratio of advertising to editorial pages no more than 75 percent advertising? | | |
| 15. Is the publication of high ethical and journalistic standards that would reflect credit on the association and the business-publishing niche? | | |
| 16. Does the publication exhibit sufficient editorial excellence and integrity to merit distinction as a positive editorial force in its community? | | |
| 17. Does the Applicant enhance the usefulness and strength of character of the Alliance? | | |

Compliance with Alliance Code of Conduct

| | Yes | No |
|--|-----|----|
| 1. Does the publication strive for accuracy, fairness and completeness in its editorial content? | | |
| 2. Does the publication primarily present business-to-business content representing substantial and significant original work? | | |
| 3. Does the publication's content reflect a heavy emphasis on local and regional business news and/or features? | | |
| 4. Is editorial content under the control of the publication's editorial staff? | | |
| 5. Is editorial content, including cover photographs and illustrations, dictated or otherwise influenced by advertising or joint promotional efforts between a publication and an advertiser, sponsor or outside organization? | | |
| 6. Are stories promised in exchange for advertising or the receipt of in-kind products or services? | | |
| 7. Is a clear distinction made between editorial content and advertising? | | |
| 8. Is advertising that can be confused with independent editorial material labeled prominently as "advertising?" | | |
| 9. Are editorial-like advertisements distinctly different from a publication's editorial content in typeface, headline font, layout and design? | | |