

**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 Circulation Audit Agreement 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?		