

# VPA MEMBERSHIP OPTIONS

**Active Membership** in the VPA is open to any bona fide daily or weekly newspaper of general circulation published in Virginia, that has been published for at least 12 months, and holding a U.S. Postal Service publications class mailing permit. Border state newspapers (those actively seeking and servicing subscribers in Virginia, providing regular staff coverage of Virginia affairs and including Virginia as part of their market) are also eligible for active membership. Active membership is the only membership category entitled to vote and to hold office in the association. Free distribution newspapers may be eligible for active membership if they meet the criteria set forth in the VPA's bylaws, which can be found at vpa.net.

- **Active Daily** dues are 40 percent of their open full-page retail rate, with a minimum of \$500 and a maximum of \$5,000. Members must provide VPA with three subscriptions.

- **Active Non-Daily** dues are 40 percent of their open full-page retail rate, with a minimum of \$250 and a maximum of \$750. Members must provide VPA with three subscriptions.

**Associate Membership** in the VPA is open to free distribution newspapers, college/university newspapers, and magazines. Associate members can participate in VPA contests and enjoy all member services. Associate dues are 30 percent of the open full-page retail rate, with a minimum of \$200 and a maximum of \$650. Members must provide VPA with three subscriptions for newspapers and one for magazines.

**Online Membership** is open to online publications that have been published for at least 12 months before application, using recognized standards of professional journalism, and are principally devoted to the dissemination of local or general news with at least 50 percent of all editorial (non-ad) content reported and original. Annual dues for online publications/newspapers are \$425.

**Educational Institution Memberships** are open to all Virginia college, university, and public or private secondary school mass communications departments and/or media relations offices interested in fostering their relationships with the press. Educational members' dues are \$200.

**Affiliate Memberships** are open to businesses or associations that sell newspaper supplies, equipment or services. Foundations, associations, and public institutions may apply for affiliate membership if they are interested in fostering their relationship with the press. Dues are a minimum of \$250 and a maximum of \$500, or equal to the number of full-time Virginia employees.

**Individual Memberships/Sustaining Memberships** are open to people formerly affiliated with an active or associate member newspaper. Dues are \$75 per year.

**Membership applications can be found at vpa.net.**



## AN INTRODUCTION TO THE

Virginia  
PRESS  
Association

*Serving Virginia Newspapers since 1881*

**Virginia Press Association  
Virginia Press Services, Inc.**

11529 Nuckols Road  
Glen Allen, VA 23059  
(804) 521-7570

FAX (804) 521-7590 or (800) 849-8717

www.vpa.net  
@va\_newspapers

*Like us on Facebook!*



# A VIRGINIA PRESS ASSOCIATION MEMBERSHIP GIVES YOU ACCESS TO...

## **ADVERTISING REPRESENTATION**

Virginia Press Association's subsidiary, Virginia Press Services, offers a media buying service. This is a one-order, one-bill, one-check service to agencies or advertisers in Virginia and across the nation.

This service benefits your newspaper not only in representation, but also as a resource for market research, sales and networking.

## **STATEWIDE CLASSIFIED ADNETWORK AND 2X2 DISPLAY ADVERTISING NETWORKS**

The Statewide Classified ADNet and 2x2 programs enable participating newspapers to sell classified and display ads at an economical rate to reach a combined readership of more than 4 million.

These services benefit your newspaper by offering a larger circulation market to your readers and customers. This generates additional revenue for you, not only when your newspaper sells Statewide Classifieds AdNet or 2x2 ads, but also a yearly reward check is sent just for being a participating member and running network ads. Network members may attend the annual classified conference for a reduced registration fee.

## **PROFESSIONAL DEVELOPMENT – WORKSHOPS, WEBINARS, CERTIFICATION**

Virginia Newspaper Academy is the training arm of Virginia Press Association. We offer various workshops, webinars and certification training for all aspects of the newspaper industry. Sessions cover nuts-and-bolts basics to hot topics in the industry that are presented at minimal costs to VPA members.

## **Conferences**

VPA conferences offer professional recognition, continuing education, professional development and networking opportunities for your staff.

## **Website**

VPA's website, [www.vpa.net](http://www.vpa.net), is a resource for information about the Virginia newspaper industry. It provides instant access to "all things VPA," including professional development offerings, advertising information, job placement information, up-to-date reporting on the General Assembly and our Total Media Directory.

## **Awards Programs**

VPA encourages newspapers to "grow" by recognizing excellence in several awards competitions. The News and Editorial contest, which recognizes journalistic achievement, is one of the largest among state press associations. This contest includes two prestigious awards – the D. Lathan Mims Memorial Award for individual editorial excellence, and the VPA Award for Journalistic Integrity and Community Service, presented to a newspaper for its efforts at "making a difference" in the community it serves.

We also present an annual Virginian of the Year Award, honoring Virginians who have distinguished themselves in the area of community service.

Our Advertising Contest recognizes both sales and design staff members for the year-long efforts at an annual awards ceremony. Among the awards presented is the VPA Outstanding Sales Professional of the Year.

An awards banquet for both contests is held at VPA's annual conference each spring.

## **FOIA/Libel Guidance**

VPA's FOI Hotline provides free legal interpretations and updates on the Freedom of Information Act. We continually update members digitally on other laws affecting their newspapers.

The VPA publishes The Reporters' Guide to the Freedom of Information Act in Virginia, which covers the FOIA as well as enhanced information on FOIA issues reporters may encounter day-to-day. The guide also includes regional coordinators who are available to provide further assistance related to FOIA.

## **Legislative Representation**

VPA monitors, lobbies and reports on state issues affecting the newspaper industry. VPA also works with the National Newspaper Association, the Newspaper Association of America and other regional and national trade groups on issues of interest and concern.

## **Public Notices**

VPA maintains a website, [www.headlineva.com](http://www.headlineva.com), dedicated to Virginia public notices, including foreclosures. Newspapers can manually upload notices to the website or through an automated process.

## **Press Release Service**

Have your press release go to virtually all of Virginia's newspapers within hours of sending it to Virginia Press Services. VPA members receive a 20 percent discount off the cost.

## **Networking**

In numerous member surveys, networking with other members is listed as one of the top services that the association provides for its members. VPA offers several opportunities for this at our conferences, seminars and through serving on one of our committees.

Want to get active and connected in VPA? We would love to have you! Just give us a call to discuss various options.

## **Meeting Space**

Need to host a meeting away from the office? Think VPA headquarters in Glen Allen. Meeting rooms are available for member use at no charge.

## **Publications**

A quarterly newsletter, *Virginia's Press*, is published for newspaper executives and staffers throughout the state on topics of general interest to the industry and the profession. A weekly *Virginia's ePress* that addresses timely topics and breaking news in the industry is sent electronically to members around the state.

Other publications include the annual Total Media Directory, which also includes listings for Virginia radio and television stations.

## **Identification cards**

VPA, in cooperation with the Virginia State Police, provides identification credentials to journalists who are bona fide employees of VPA member publications. Credentials are provided upon notarized application by publishers. Applications are available at [vpa.net](http://vpa.net).

## **Emergency Resources**

VPA acts as a clearinghouse for assistance and special services during emergencies such as newsprint shortages, FOIA crises and other special situations.

## **Group Insurance Program**

Group insurance programs are available for VPA members who wish to participate in life and health benefit programs for employees at very competitive prices.