



# Affinity Program Questionnaire

*(All fields are required)*

Each of the questions below will help us better understand your organization and its mission. There are many factors that are weighed before beginning a new program. The membership size and advertising opportunities are two key elements to determine if your organization would benefit from a program with Message!Products. Please complete all of the questions below and return the form, along with any publication samples, to:

**Message!Products® · 1802 Fashion Court · Joppa, MD 21085**

1. Organization Name \_\_\_\_\_
2. Address \_\_\_\_\_  
\_\_\_\_\_
3. Web Address \_\_\_\_\_
4. Contact/Title \_\_\_\_\_  
Email \_\_\_\_\_  
Phone Number \_\_\_\_\_
5. 2<sup>nd</sup> Contact/Title \_\_\_\_\_  
Email \_\_\_\_\_  
Phone Number \_\_\_\_\_
6. How many Members/Supporters does your organization have in the **United States and its territories?**  
**(Minimum of 20,000 U.S. members/supporters needed to be eligible.** Because our checks are only valid in the US and its territories, non-US members do not apply.) \_\_\_\_\_

## WEBSITE OPPORTUNITIES

Please check all of the opportunities that are available for us on your website.

- Text link
- Text & graphic link
- Banner advertisement
- Text link and write-up included in e-newsletter campaigns

## INSERT OPPORTUNITIES

These are just some examples of insert opportunities we have found to be successful. If other opportunities exist within your organization, please add them to this list. For each available opportunity, please detail the quantity and frequency of the program. This will help us determine if the opportunity would be beneficial to advertise in.

- Credit card statements**  
How many cardholders? \_\_\_\_\_  
What company is the program through? \_\_\_\_\_
- New member packets**  
How many are sent each month? \_\_\_\_\_
- Membership renewal packets**  
How many are sent each month? \_\_\_\_\_

**General acknowledgement letters**  
How many are sent each month? \_\_\_\_\_

**Catalog or other literature packet requests**  
How many are sent each month? \_\_\_\_\_

**Product fulfillment**  
How many orders are fulfilled each month? \_\_\_\_\_

**Tabletop and/or bag stuffers at organization's stores, offices, etc.**  
Opportunity: \_\_\_\_\_

**Individual chapter, state, and/or regional mailings**  
Opportunity: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Special events sponsored by or involving your organization**  
Event: \_\_\_\_\_  
Date: \_\_\_\_\_  
Frequency: \_\_\_\_\_  
# of Attendees: \_\_\_\_\_

**Other (please list):** \_\_\_\_\_  
\_\_\_\_\_

---

## ON-PAGE ADVERTISEMENTS

**Organization Magazine(s)** *(If you have multiple magazines, please list them all and **send samples of each.**)*  
Publication Name: \_\_\_\_\_  
Frequency: \_\_\_\_\_  
Circulation: \_\_\_\_\_  
Advertising Cost: \_\_\_\_\_

If on-page advertising is not available in this publication, can we include:  
Promotional write-up directing your members to our website to order? \_\_\_\_\_  
Graphic showing the offered products? \_\_\_\_\_

**Organization Newsletter(s)** *(If you have multiple newsletters, please list them all and **send samples of each.**)*  
Publication Name: \_\_\_\_\_  
Frequency: \_\_\_\_\_  
Circulation: \_\_\_\_\_  
Advertising Cost: \_\_\_\_\_

If on-page advertising is not available in this publication, can we include:  
Promotional write-up directing your members to our website to order? \_\_\_\_\_  
Graphic showing the offered products? \_\_\_\_\_

---

## OTHER OPPORTUNITIES

Please list any other advertising opportunities that are available to us to help promote your program below.