



## 2023 TMAC MEDIA MEMBERSHIP CRITERIA & POINTS TABLE New & Re-Qualifying Members

Adopted October 19, 2022

### Guidelines and Important Details (please also reference FAQ's online)

#### **NEW APPLICANTS (Membership Categories: Media, Editors and Co-Creator)**

1) Two letters of reference are required.

- One from a current TMAC industry member with whom you have worked with directly.

- The second may be from a) a travel media professional who is a TMAC member or another media-accredited association, or a member of the travel industry.

2) Must have been active in the industry for at least two years.

#### **ALL APPLICANTS (including Re-Qualification):**

1) You must supply a **minimum of FIVE (5)** submissions.

For books, guidebooks, films/documentaries you will need to supply one (1) submission.

2) **A minimum of 50 points must be achieved** by an individual media member to qualify.

Noting, in the case of the new Co-Creator membership category, the minimum points achieved is 100 points.

3) Depending on your profession and work being submitted, you may submit samples of work that include words only; images only; words & images; audio; or video, in any or all of the following types that meet minimum criteria: Magazine, Newspaper, Website, Book, Guidebook, Radio, TV/Web series/Blog, Vlog, Podcast, Film/Documentary and Social Media Content.

4) **Your total points per submission comes from the tallying of each of the points categories, but max out at 10.** ie. Circulation + Word Count + Photos. If you are a photographer, per submission you would tally circulation/UMVs + photos. Note that you receive a **maximum of 10 points for each submission** (even if your tally exceeds a total of 10). For books and guidebooks, your maximum is 50 points for each submission. Films/documentaries receive a max of 20 points each.

5) Applicants who only work within public social platforms (Facebook, Instagram, Pinterest, Twitter, TikTok) do not qualify for membership.

6) Sponsored content, must be identified and will be allocated 25% of the total points. Sponsored content is the same as advertorial, and is defined as content created as part of a contract where payment received is directly from a brand. **NOTE:** Content created outside the contract is not considered sponsored and will be awarded full points. Receiving payment from a publisher or editor is not sponsored content.

7) All submissions **MUST** meet the minimum criteria. Unless otherwise indicated, all submissions will be scored on up to three different criteria. Any that do not will be disqualified.

8) Volunteer Points are part of our National Volunteer Recognition Program. Acknowledging the valuable contribution of media members to TMAC, you are able to augment your points score with these points, however, they are not intended to displace submission of eligible work for consideration. The maximum applied is 10 Points.

#### **2023 RE-QUALIFICATION: 50 Points Required**

1) Re-qualification is required every 3 years. Re-qualification had been waived during COVID-19, as a result, during the fall of 2022 all media members (EXCLUDING those who joined in 2021 and 2022) are required to re-qualify.

2) Re-qualification for 2023 will accept submissions of work **produced between Jan 1 2019 up to and including Oct. 31, 2022.** If required to achieve minimum 50 points, proof of upcoming articles/contracts can be included.

**SUBMISSION POINTS: TOTAL POINTS REQUIRED: minimum 50 points**  
**MAX points/submission : 10 points unless otherwise indicated.**  
**Tally across all three (3) point columns per submission to arrive at score**  
**REQUALIFY IS EVERY 3 YEARS**

<b>Magazines - Print &amp; Digital</b>	<b>Circulation/ subscribers</b>	<b>Points</b>	<b>Word Count</b>	<b>Points</b>	<b>Photos</b>	<b>Points</b>
<i>Minimum Criteria:</i> - 1K Circulation/ subscribers - Annual Frequency 4 - Word Count: 250	1000-5000	1	<250	1	0	0
	5001-7500	1	250-500	1	1	1
	7501-10K	1	501-750	1	1	1
	10001-15K	1	751-1000	1	1	1
	15001-20K	2	1000-1250	2	2	2
	20001-25K	3	1251-1500	3	3	3
	25001-50K	4	1501-2000	4	4	4
	50K+	5	2K+	5	5+	5
<b>Newspaper</b>	<b>Circulation</b>	<b>Points</b>	<b>Word Count</b>	<b>Points</b>	<b>Photos</b>	<b>Points</b>
<i>Minimum Criteria:</i> - 1K Circulation - Annual Frequency 4 - Word Count: 250	1000-5000	1	<250	1		
	5001-7500	1	251-500	1		
	7501-10K	1	501-750	1		
	10001-15K	1	751-1000	1	1	1
	15001-20K	2	1001-1250	2	2	2
	20001-25K	3	1251-1500	3	3	3
	25001-50K	4	1501-2000	4	4	4
	50K+	5	2K+	5	5+	5
<b>Book</b>	<b>Press Run</b>	<b>Points</b>	<b>Word Count</b>	<b>Points</b>	<b>Photos</b>	<b>Points</b>
<i>Minimum Criteria:</i> - Must have ISBN# - Press Run 200 - Word Count 10K	200-1000	3	<10K	0	0-4	0
	1001-1250	5	10001-20K	5	5-10	5
	1251-1500	10	20001-30K	10	11-15	10
	1501-2000	15	30001-40K	15	16-20	15
	2001-2500	20	40001-50K	20	20-25	20
		2500+	25	50K+	25	25+
<b>Guidebook/ Revised Edition</b>	<b>Press Run</b>	<b>Points</b>	<b>Word Count</b>	<b>Points</b>	<b>Photos</b>	<b>Points</b>
<i>Minimum Criteria:</i> - Must have ISBN# - Press Run 200 - Word Count 10K - Revised Editions @ 50% points	200-1000	3	<10K	0	0-4	0
	1001-1250	5	10001-20K	5	5-10	5
	1251-1500	10	20001-30K	10	11-15	10
	1501-2000	15	30001-40K	15	16-20	15
	2001-2500	20	40001-50K	20	20-25	20
		2500+	25	50K+	25	25+

<b>Self-published OR Third Party Websites (includes blogs)</b>	<b>UMVs</b>	<b>Points</b>	<b>Word Count</b>	<b>Points</b>	<b>Photo</b>	<b>Points</b>
<i>Minimum Criteria:</i> - 5K UMVs - 3 posts/month - Word Count: 600	<5000	0	<600	0	0	0
	5001-7500	1	601-750	1	1	1
	7501-10K	2	751-1000	2	2	2
	10001-15K	3	1001-1250	3	3	3
	15001-20K	4	1251-1500	4	4	4
		20 K+	5	1501+	5	5
<b>Broadcasting - Radio</b>	<b>Listens</b>	<b>Points</b>	<b>Length (minutes)</b>	<b>Points</b>	<b>Annual Frequency</b>	<b>Points</b>
<i>Minimum Criteria:</i> - 5K listens/segment - 3 segments/year - 3 minutes/segment	<5K	0	<3	0	<3	0
	5001-15K	1	3-5	1	4-6	1
	15001-20K	2	5-10	2	7-11	2
	20001-25K	3	10-20	3	12-15	3
	25001-50K	4	20-30	4	16-20	4
		50K+	5	30+	5	20+

Broadcasting – TV or Web Series	Views	Points	Length (minutes)	Points	Annual Frequency	Points
<i>Minimum Criteria:</i> - 5K views/episode - 3 episodes/year - 3 mins/episode	<5K	0	<3	0	<3	0
	5001-15K	1	3-5	1	4-6	1
	15001-20K	2	5-10	2	7-11	2
	20001-25K	3	10-20	3	12-15	3
	25K-50K	4	20-30	4	16-20	4
50K+	5	30K+	5	20+	5	
Self-Published Vlog	UMVs	Points	Length	Points	Frequency/ Month	Points
<i>Minimum Criteria:</i> - 5K UMV's - 3 segments/month - 3 minutes	<5K	0	<3	0	<3	0
	5001-15K	1	3-6	1	4-7	1
	15001-20K	2	6-10	2	8-11	2
	20001-25K	3	10-12	3	11-15	3
	25M-50K	4	12-15	4	15-20	4
50K+	5	15+	5	20+	5	
Self-Published Podcast	Listens/ Episode	Points	Length of Segment	Points	Annual Frequency	Points
<i>Minimum Criteria:</i> - 100 listens/episode - 3 podcasts/year - minimum 10 mins/segment - segment length is in minutes	<100	0	<10	0	<3	0
	100-150	1	10-20	1	4-6	1
	151-200	2	20-30	2	7-11	2
	201-250	3	30-45	3	12-15	3
	251-250	4	45-60	4	16-20	4
250+	5	60+	5	20+	5	
Travel Film/ Documentary		Points	Length		Annual Frequency	
<i>Minimum Criteria:-</i> must be screened at a festival at least once in the year	15	<40 mins	1			
	20	>40 mins	1			

**SOCIAL MEDIA PLATFORMS: Maximum: 10 Points Allowed**  
*Note: Points in this category supplement long-form content (traditional/digital/blog) as social media alone does not meet criteria*

Facebook, Twitter, Instagram, Pinterest, TikTok	Followers/ Fans	Points
<i>Minimum Criteria:</i> - 1K follower/fans - 3 posts/month - Active for min 2 years	<1K	0
	1001-10K	1
	10001 – 100K	2
	100K +	3
YouTube	Subscribers	Points
<i>Minimum Criteria:</i> - 1K Subscribers - 3 posts/month - Active for min 2 years	<1K	0
	1001K – 10K	1
	10001 – 30K	2

**NEW: EMERGING Media: VR, AR, MR, or apps or games related to travel**  
 If you have a project you would like to use to qualify, please bring this forward for consideration separately to the CAO.

**BONUS POINTS: VOLUNTEER POSITIONS** (applicable to re-qualifying only).  
 MAXIMUM cumulative 10 Points permitted for re-qualification submission years. Current year is prorated at follows: serving as a volunteer 6 months or more claimed at 100%, if under 6 months claimed at 50% point values.

NATIONAL BOARD	Points
Board President	10
Vice-president	8
Treasurer	8
Secretary	8
Director-at-large	7
NATIONAL COMMITTEES	
Chair	8
Co-chair	4
Member of committee	3
CHAPTER	
Chair	8
Co-chair	4
Member of Board	3

*\*Board Members, in keeping with governance, are responsible to Chair a Board Committee as part of their role, membership on committees is at your own discretion, or at the request of the President.*