2024 TMAC MEDIA MEMBERSHIP CRITERIA & POINTS TABLE New & Re-Qualifying Members

Updated August 2024

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.
- <u>One</u> from a current TMAC industry member with whom you have worked with directly.
- The <u>second</u> 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/Documentaryt.

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 <u>only</u> work within public social platforms (Facebook, Instagram, Pinterest, X, TikTok,LinkedIN) do not qualify for membership.

6) Sponsored content is not the same as Advertorial.
Sponsored content is work that has been paid for but not reviewed by the sponsor.
Advertorial content is work that has been paid for and content has been either provided or reviewed by the sponsor before publishing.

If featured content has been paid for by a brand or destination, it qualifies for 100% of the points as long as the brand or destination has not pre-approved the content or provided opinions on the topic. If a sponsor has reviewed the article or provided copy input, then it is advertorial and will only account for 25% of the points.

NOTE: Receiving payment from a publisher or editor is not sponsored content.

7) All submissions MUST meet the minimum 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.

2024 RE-QUALIFICATION: 50 Points Required

1)   Re-qualification is required every 3 years.

2)   Re-qualification for 2025 will accept submissions of work **produced between Jan 1 2023 up to and including Oct. 31, 2024;**. 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
REQUALIFICATION REQUIRED EVERY 3 YEARS

Magazines - Print & Digital	Circulation/ subscribers	Points	Word Count	Points	Photos	Points
Minimum Criteria: - 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
Newspaper	**Circulation**	**Points**	**Word Count**	**Points**	**Photos**	**Points**
Minimum Criteria: - 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
Book /Revised Edition	**Press Run**	**Points**	**Word Count**	**Points**	**Photos**	**Points**
Minimum Criteria: - 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+	25
Chapter/Revised	**Press Run**	**Points**	**Word Count**	**Points**	**Photos**	**Points**
Minimum Criteria: - Must have ISBN# - Press Run 200 - Word Count 2K - Revised Editions @ 50% points	200-1000	3	<2K	0	0	0
	1001-1250	5	2001-4K	5	1	1
	1251-1500	10	4001-6K	10	2	2
	1501-2000	15	6001-8K	15	3	3
	2001-2500	20	8001-10K	20	4	4
	2500+	25	10K+	25	5+	5

Self-published OR Third Party Websites (includes blogs)	UMVs	Points	Word Count	Points	Photo	Points
Minimum Criteria: - 5K UMVs - 3 posts/month - Word Count: 600	<5K	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	5
Broadcasting – Radio	Listens	Points	Length (minutes)	Points	Annual Frequency	Points
Minimum Criteria: - 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+	5
Broadcasting – TV or Web Series	Views	Points	Length (minutes)	Points	Annual Frequency	Points
Minimum Criteria: - 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
Minimum Criteria: - 5K UMV's 2 Vlogs/month - 3 minutes	<5K	0	<3	0	<2	0
	5001-15K	1	3-6	1	2-4	1
	15001-20K	2	6-10	2	4-11	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
Minimum Criteria: -1000 listens/episode -10 podcasts/year - 10 mins/podcast -segment length is in minutes	<1000	0	<10	0	<10	0
	1K-2K	1	10 -20	1	10-12	1
	2001-5K	2	20-30	2	12-15	2
	5001-10K	3	30-45	3	15-20	3
	10001-15K	4	45-60	4	20-30	4
	15K+	5	60+	5	30+	5

SOCIAL MEDIA PLATFORM RMS: **Maximum: 10 Points Allowed. Points allocated once per account/channel**

Note: Points in this category supplement long-form content (traditional/digital/blog) as social media alone does not meet criteria

Facebook, X, , Instagram, LinkedIN Pinterest,TikTok	Followers/ Fans	Points
Minimum Criteria: - 1K follower/fans - 3 posts/month	<1K	0
	1001-10K	1
	10001 – 100K	2

- Active for min 2 years	100K +	3
YouTube	**Subscribers**	**Points**
Minimum Criteria:	<1K	0
- 1K Subscribers	1001K – 10K	1
- 3 posts/month		
- Active for min 2 years	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 as 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.