



## TMAC Media Membership Application Form

Requalification (existing TMAC members)  
New applicant

Please read the Code of Conduct and membership guidelines on the TMAC website [www.travelmedia.ca](http://www.travelmedia.ca).

**Date of application/requalification:** \_\_\_\_/\_\_\_\_/\_\_\_\_ (dd/mm/yyyy)

**Applicant's name:** \_\_\_\_\_

**Company name (if any):** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**City:** \_\_\_\_\_ **Province:** \_\_\_\_\_ **Postal code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Referred by (if any):** \_\_\_\_\_

**I am applying/requalifying as a (please check the box(es) that best describe(s) your status):**

- Print Editor/Publisher
- Professional Travel Website Owner/Editor
- Freelance Print Journalist and/or Travel Website Writer
- Freelance Photographer
- Book Author/Editor
- Radio/TV Broadcaster
- Radio/TV Producer
- Freelance/Self-Employed
- Blogger \*NEW
- Staff Writer/Photographer (add name and contact info of employer): \_\_\_\_\_

\_\_\_\_\_

## Checklist

It is your responsibility to collect the necessary editorial material and to submit it along with the completed form and payment. Incomplete applications will not be processed. Package should include the following:

- application/requalification form, checklist and statement;
- supporting materials spreadsheet;
- copies of text/photos (tear sheets, clips, PDFs [printed or electronic], active web links, etc.) for which you are claiming points;
- for new applicants ONLY**, a one-time, non-refundable administration fee of \$150 + HST;
- \*NEW, for new blogger applicants ONLY**, two reference letters from TMAC members, to be sent directly to TMAC at [info@travelmedia.ca](mailto:info@travelmedia.ca);
- for requalifying members ONLY**, membership fees of \$175 + GST/HST for Jan. 1–Dec. 31, 2016;
- headshot photo for the press card (JPG preferred, but we will accept physical photos no larger than 3 x 3 centimetres) (**requalifying members** should advise TMAC if they prefer to use last year's photo).

Please submit your application, supporting documents and payment to:

TRAVEL MEDIA ASSOCIATION OF CANADA

c/o T•O Corporate Services

21 St. Clair Avenue East, Suite 802

Toronto, Ontario M4T 1L9

Tel.: 416-934-0599 Fax: 416-967-6320

E-mail: [info@travelmedia.ca](mailto:info@travelmedia.ca) Website: [www.travelmedia.ca](http://www.travelmedia.ca)

## Statement

I hereby apply for membership in the Travel Media Association of Canada and agree to abide by its rules and [Code of Professional Conduct](#). In the event that my membership is revoked at any time, I agree to relinquish my membership (press) card immediately upon request of the association. I agree not to hold TMAC or its individual members or board members legally liable if my membership is denied or revoked. I agree to pay a one-time non-refundable application fee in the amount of \$150 + HST (\$169.50), regardless of whether my membership application is approved or denied.

The TMAC national board and the membership committee reserve the right to make final determinations, taking into account unusual factors and/or situations. Applicants who are denied membership may re-apply after generating sufficient qualifying material.

**Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Thank you! We'll be in touch if any additional information is needed.

## Supporting Materials

- ✓ **New applicants:** Material submitted for consideration must have been published, posted or aired within the previous 24 months of the day you apply for membership. Books must have been published with 36 months of the day you apply for membership.
- ✓ **2016 Membership Requalification, which begins in fall 2015** (surnames L–Z): Material must have been published between January 1, 2013, and December 31, 2014.
- ✓ **2017 Membership Requalification, which begins in fall 2016** (surnames A–K): Material must have been published between January 1, 2014, and December 31, 2015.
- ✓ For the 24-month qualifying period, the applicant must submit published and/or broadcast material with a total value of at least 50 points.
- ✓ For each item you're submitting, please include the following data on the supporting materials spreadsheet:
  - title of article/photo;
  - name of publication;
  - date of publication;
  - circulation numbers (for newspapers, please specify the circulation on the **day of publication**, not the weekly total);
  - a contact name and telephone number at the publication (required for verification purposes).

Application Name	Publication / Article / Broadcast	Date of Publication / Broadcast	CIRCULATION (for publications only)	URL	Column inches, photographs and other	Photo Points	Video Points	Book Points	Total Points
Submissions									
Points						Number of Years Served			
Total Points Earned									

- ✓ Photocopies are acceptable, as are electronic clippings (must be in PDF format with the date and publication clearly identified) or active web links.
- ✓ Book authors must enclose a copy of the book (or a photocopy of the cover, table of contents page, copyright page showing ISBN, date of publication, one complete chapter and page containing the author/contributor bio, if available), along with information on the print run, and the name, email and phone number of the publisher. Complete books will be returned *if requested*.
- ✓ For work appearing in broadcast media (television/radio), please provide the name, email address and phone number of your producer.
- ✓ If you are a producer, please provide the same information for your immediate superior.
- ✓ Points for volunteering may not exceed 10 points or 20% of the total number of points required for membership. Points are calculated per year, not per requalification period. So if Wally Writer is volunteering on a committee that earns him three points, and he does it for two years, he gets six points. Some jobs only last a year. And some jobs are short term, so a six-month volunteer project would receive 1.5 points (or whatever is deemed appropriate).

- ✓ At a minimum, material must contain a travel component that either evokes a sense of place, or encourages travellers to learn about or visit a destination that is accessible to the public.
- ✓ Material published or aired more than once counts or accumulated points. For example, if an article appears in three newspapers—one with a circulation of 10,000, one with a circulation of 45,000 and one with a circulation of 60,000—add up the combined circulation (115,000) and award points as if it were one article in a newspaper with a circulation of 115,000.
- ✓ Articles must be bylined or the editor of the publication must attest to their authorship.
- ✓ Broadcasters may submit an air-check or online archived segments.
- ✓ A newsletter is defined as a publication that is available to a defined membership.
- ✓ Contributions to sites that offer compensation based on readership, such as Huffington Post or TripAtlas, may be used for qualification points to a maximum of 10% of the overall total (currently five points).
- ✓ Smartphone and desktop travel apps, along with e-books, will be considered on a case-by-case basis.
- ✓ Canadian and international publications are acceptable.

**The following will NOT be accepted as supporting materials for membership application and requalification:**

- ✓ material for which no payment was received;
- ✓ promotional and advertising material (also known as “advertorial”);
- ✓ material paid for by payment-in-kind (e.g., magazine subscriptions, giveaways, etc.);
- ✓ pamphlets, giveaways and collections of listings with no additional editorial copy;
- ✓ professional travel lectures;
- ✓ content where fees are collected from both a travel company to secure placement in the media and a media outlet (also known as “pay to play”).

## Important Information

- ✓ Please note that media members join as individuals, irrespective of their employment or marital status.
- ✓ It is the policy of the TMAC board to advise all applicants of their membership approval/denial within a four- to six-week period of receiving a complete package.
- ✓ Upon approval, new media members will be invoiced for the remaining annual membership fees.
- ✓ Any requalification bid that is unsuccessful will be automatically referred to the board for review. If the applicant is not successful, he/she will be notified in writing; membership dues will not be reimbursed if already paid.
- ✓ Applicants who apply mid-term will be charged a pro-rated membership fee based on the month they are accepted.
- ✓ If you fail to be accepted or to requalify, you may reapply once within the next 12 months after generating sufficient qualifying material.
- ✓ If your membership lapses for one year or more, you will have to reapply as a new member, with the non-refundable administration fee payable.

## Membership Fees

### Media membership fees for January 1–December 31, 2016:

Description	Fee	Tax	TOTAL
NS (HST 15%)	\$175.00	\$26.25	<b>\$201.25</b>
PEI (HST 14%)	\$175.00	\$24.50	<b>\$199.50</b>
ON, NL, NB (HST 13%)	\$175.00	\$22.75	<b>\$197.75</b>
AB, BC, SK, MB, QC, NWT, NU, YT (GST 5%)	\$175.00	\$8.75	<b>\$183.75</b>
Application fee (new applicants only) (regardless of the province of residence HST 13%)	\$150.00	\$19.50	<b>\$169.50</b>

All prices are listed in Canadian dollars. Payments can be made by cheque, made payable to the Travel Media Association of Canada, or by credit card (please download the [credit card authorization form](#)). Receipts will be issued.

## Points Chart

TMAC is using a **points-based system** for assessing membership qualification. This system addresses changing media markets, including niche publications and web-based publications, as well as applications submitted under a combination of disciplines (e.g., a writer/photographer, a web writer/book author, etc.)

- For the 24-month qualifying period, the applicant must submit published and/or broadcast material **with a total value of at least 50 points.**
- The accompanying chart shows the values assigned to material, based on the media format and the size of the circulation.

**The points system does not apply to print editors and publishers, or to broadcast producers (see separate requirements outlined below).**

Category	Circulation (day of publication)	Points per item of text	Points per photo, map or drawing
Newsletters	2,000	1	0.5
	2,001–5,000	2	0.5
	5,001 and over	3	1
Newspapers	5,000–10,000	2	1
	10,001–30,000	3	1
	30,001–50,000	4	1.5
	50,001–100,000	5	1.5
	100,001–200,000	6	2
	200,001 and over	7	2
Magazines	5,000–10,000	5	2
	10,001–30,000	6	2
	30,001–50,000	7	3
	50,001–100,000	8	3
	100,001–200,000	9	4
	200,001 and over	10	4
<b>N.B.: Text items 351–499 words receive three-quarters the number of points listed above. Text items 201–350 words receive half the number of points listed above. Text items of 200 words or less receive one-quarter the number of points listed above. Round up to the nearest point as necessary.</b>			
<b>Travel guidebook run</b> (Note: Travel literature will be considered on an individual basis.)	1,500–2,000	30	1
	2,001–5,000	40	1
	5,001 and over	50	1
<b>Book press runs (revisions)</b>	Three-quarters of the points of new run values (text and/or photos)		

Category	Circulation (Day of publication)	Points/ Item of text	Points/ Photos, maps & drawings
<b>Broadcasting (radio, TV, video, web video)</b>	Per two-minute segment (For example, a 20-minute segment would count for 50 points)	5	n/a
<b>Website writers</b>  NB: Text items 351-499 words receive three-quarters the number of points listed above. Text items 201-350 words receive half the number of points listed above. Text items of 200 words or less receive one-quarter the number of points listed above. Round up to the nearest point as necessary. <i>Contributions to sites that offer compensation based on readership such as Huffington Post or TripAtlas may be used for qualification points to a maximum of 10% of the overall total (currently 5 points).</i>  <b>*UVM = unique visits/month</b>	5,000-15,000 UVM* 15,001-40,000 UVM 40,001-75,000 UVM 75,001 and over	3 4 5 6	1 2 3 4
<b>Volunteering</b>			<b>Points</b>
Regional committee member or for taking on a special project for TMAC			2
Regional committee chair or executive officer (VP, secretary or treasurer)			3
Chapter board member			3
National committee chair			5
National board member			5
Chapter chair			8
National board executive officer (VP, secretary, treasurer)			8

<b>Bloggers</b>		<b>Points</b>
<b>References</b>		
Applicants must submit two letters of recommendation from TMAC members. The letters may be from two industry members OR one industry and one media member with whom they have worked (i.e. taken a press trip, or published a story about that member's travel destination/service). The letter should contain specifics about the dealings that member had with the applicant and the resulting outcome/results/impressions, including scope of interaction, time, project worked on, expectations met, and overall impression of the candidate and his or her suitability for TMAC membership. The letter should be submitted directly to the TMAC national office to ensure the integrity of the statements provided.		
Based on the content of both letters, the media membership committee will assign a score out of 10.	Full recommendation for membership without any reservations/concerns	10
The application must receive a 7 or higher in order to proceed.	Recommended with minor reservations/concerns about the applicant's professionalism or conduct	7 to 9
If the application receives less than 6, it should be withdrawn and the membership process will end. TMAC will notify the applicant by email and explain the concerns. The applicant may re-apply after one year.	Not recommended with significant concerns	6 and under
<b>Blog content and practices</b>		
<b>Site traffic based on unique visitors per month (UVMs)</b>	5,000–7,000 UVMs 7,001–10,000 UVMs 10,001–15,000 UVMs 15,0001–20,000 UVMs 20,001 or more UVMs	6 7 8 9 10
<b>Based on the past year of personal blogging, please reply to the following:</b>		
Do you currently generate income either directly (advertising) or indirectly (i.e., consulting, e-books, lectures or seminars) from blogging activities?	Yes No	5 Application disqualified
Is at least 75 per cent of the site devoted to travel and travel-relevant content?	Yes No	7 Application disqualified
Is sponsored content/advertorial clearly identified as such on your site?	Yes No	5 -5
Is an outside source used to verify facts or to copy edit for spelling and grammar?	Yes No	5 0
Have you purchased page clicks/likes, site traffic or social media followers?	Yes No	-10 5
Number of years the blog has been active.	1–2 years 3–4 years 5–6 years Over 7 years	2 3 5 7
Is new, original, previously unpublished editorial content added a minimum of every two weeks? (Note: Press releases used verbatim, DMO-generated content, other blogs, etc. cannot be counted as original content.)	Every two weeks Three to five times a month Weekly Daily	2 4 6 8



<b>Areas to be reviewed and points to be allocated by membership committee:</b>		<b>Points</b>
Overall visual appeal of blog (photo quality and design). Photos convey a sense of place, and are appealing and/or interesting to readers. Design is enticing to users and well organized.	Acceptable Good Very good Excellent	1 3 5 7
Overall editorial accuracy, spelling and grammar.	Acceptable (few minor errors) Good (very few errors) Very good (errors rare) Excellent (no errors evident)	2 3 4 5
Ease of website use. Site is thoughtfully organized, pages load efficiently, and content can be found easily from page to page.	Easy Good (with minor issues) Poor (difficult to navigate, major issues)	5 3 -5
Quality of reader engagement.	Content regularly shared by readers via social media or email Content routinely receives reader comments	3 2
Additional points are available for the following. All data provided must be accompanied by a screen capture, a printout or a PDF from Google Analytics.		
Twitter, Instagram, Pinterest, Facebook, or other social media channel. Each must have a minimum of 1,000 followers or page likes. Each must be updated with travel content at least every week.		1 point per social channel (maximum of 3 points in this category)
YouTube channel: Minimum 1,000 subscribers. At least six videos (of at least one minute in length) posted within the last 12 months.		2 points

## Media Member Categories

### Print Editor/Publisher

THE POINTS SYSTEM DOES NOT APPLY.

- Applicant must be a salaried staff editor who is actively involved in assigning, writing and editing travel material.
- Publishers must be actively involved in editing their travel publications.
- Editors and publishers must submit eight (8) issues of their publication (newsletter, newspaper or magazine) produced in the 24-month qualifying period.
- The publication must pay contributors for their travel editorial material and must meet the minimum circulation numbers of 5,000 for newspapers and magazines and 2,000 for newsletters.

### Professional Travel Website Owner/Editor

THE POINTS SYSTEM ABOVE DOES NOT APPLY.  
TRAVEL WEBSITE OWNER/EDITORS MUST MEET THE FOLLOWING CRITERIA.

- A webmaster with an active website featuring travel material must prove that his or her writers and photographers are paid contributors.
- Payment-in-kind (e.g. magazine subscriptions, giveaways, etc.) does not qualify.
- Material that is primarily advertorial —produced and published at the order of a promotional organization or government tourism entity—will not be considered for membership.
- Blogs will be allowed. HOWEVER, UNIQUE VISITS TO BLOGS MUST BE VERIFIED BY MONITORING SERVICES SUCH AS GOOGLE ANALYTICS.
- Applicant must provide proof the site has an average of 5,000 unique visitors per month.
- Site must be treated as a business, generating a significant portion of the web owner's total income.
- Site must have substantial travel editorial content (advertorial and promotional writing do not qualify); the site must be updated and new content provided at least every two weeks.
- The website pays writers a monetary fee.
- The website provides value-added services (e.g., newsletters, travel tips, etc.).
- The website has a significant subscriber base.
- The website is linked to major travel sites and promoted through their networks.

### **Print Journalist/Travel Website Writer**

- Text items of 351 to 499 words receive three-quarters the number of points listed on the points chart.
- Text items of 201 to 350 words receive half the number of points listed on the points chart.
- Text items of 200 words or less receive one-quarter the number of points listed on the points chart. Round up to the nearest point as necessary.
- Service-type listings (properties, attractions, etc.) that lack a substantial narrative, descriptive or critical component cannot account for over half of the total number of qualifying points.
- The circulation for a publication must be at least 5,000 for newspapers and magazines, and 2,000 for newsletters.

### **Photographer**

- Travel editorial photographs may be published in books, newspapers, newsletters or magazines, or on the Internet.
- The circulation of a publication must be at least 5,000 for newspapers and magazines, and 2,000 for newsletters. Books must have a minimum press run of 1,500.

### **Book Author/Editor**

- Books must have a minimum press run of 1,500 and be published within THREE YEARS of the application or requalifying date. Travel books may feature a combination of writing and photography.
- Self-published books must have a minimum print run of 1,500 and be available for sale through standard distribution outlets.
- If you choose not to provide press run numbers, as long as the book otherwise qualifies, it will be assigned the default press run of 1,500 to 2,000 and points will be calculated from there.
- Publications must have an ISBN, be professionally edited and generate sales.
- A copy of the book and publisher contact information must be submitted with your form.
- Revisions to an existing book are worth three-quarters the number of points of a newly published work, as listed on the points chart.
- If you are one of several contributors to a book, you must be listed as a named contributor. In this circumstance, points are awarded on a pro rata basis, based on your contribution.
- Pamphlets, giveaways and collections of listings with no additional editorial copy are not acceptable.

### **E-Book Author/Editor and Travel App Contributor**

- Smartphone and desktop travel apps, along with e-books, will be considered on a case-by-case basis.

### **Radio/TV Broadcaster and Videographer**

- A broadcaster includes the writer, editor or videographer of material prepared for radio, television or video broadcast.
- An individual may only take credit in two of the three categories (i.e., you cannot take credit as a writer, editor AND videographer, but you can take credit for two of the three categories).
- The program must be produced in Canada, but it can have aired domestically or internationally.
- Broadcasters may submit an air-check or online archived segments in lieu of a letter of proof from producers.
- Podcasts, guest spots and promotional videos do not qualify.

### **Radio/TV Producer**

THE POINTS SYSTEM DOES NOT APPLY.

- Producers must submit 60 minutes of travel-specific material produced in the 24-month qualifying period. The broadcast outlet using the material must pay its creators for it.
- The program must be produced in Canada, but it can have aired domestically or internationally.
- Podcasts and promotional videos do not qualify.

### **Blogger**

For the 24-month qualifying period, the applicant must submit material with a total value of at least 50 points:

- A maximum of 20 points can be earned with a combination of the references (10 points max.) and site traffic (10 points max.) categories. The remaining points may come from the blog content and practices category.
- The blogger category pertains to individuals who are not employed or contracted by a third party to produce editorial content. It covers bloggers who operate as sole proprietors, and who do not employ and pay other writers (freelance or full time) to contribute to their sites. A blog must be up active for at least one year to be used to qualify for membership.
- Bloggers who are commissioned by a third party to produce editorial content should use the “web writer” criteria. Bloggers who commission paid work from writers should use the web editor or publisher criteria.
- Bloggers will be assessed on three areas—references, site traffic and blog content/practices.
- Please refer to the blogger section in the chart above for more information.