

Submission Form — 2007 Magazine Critique Service

Office
use only



Your Name: _____
Your Title: _____ Your Email (required): _____
Magazine Name: _____
Publishing Company: _____
Address: _____
City: _____ State/Province/Region: _____
Country: _____ Postal Code: _____
Phone: _____ Fax: _____
Magazine URL: _____
Magazine's average circulation (rounded to nearest 1,000): _____
Issues being submitted: _____
I prefer to receive my final report in the following format (circle one): Binder / PDF file

Payment

_____ STANDARD CRITIQUE: Please charge my credit card \$625.00 U.S.
_____ STANDARD CRITIQUE: I am an ASBPE member. Please charge my credit card \$575.00 U.S.
_____ PREMIUM CRITIQUE: Please charge my credit card \$975.00 U.S.
_____ PREMIUM CRITIQUE: I am an ASBPE member. Please charge my credit card \$925.00 U.S.
_____ Check or money order enclosed, in U.S. funds.
_____ I need a receipt of payment. I prefer my receipt (circle one) mailed / faxed / emailed
_____ Visa _____ MasterCard _____ American Express
Card Number: _____ Expiration Date _____ / _____
Name on Card: _____ Signature: _____

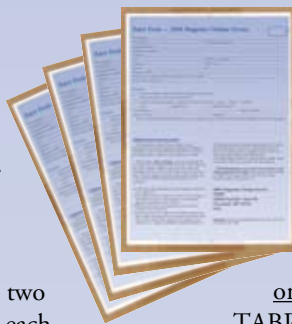
Note: You may list payment information on one separate copy of this form for security purposes.

Submission instructions

This magazine critique service is open to trade, association and business magazines published in English. Magazines should accept paid advertising. Please select two representative copies of your magazine to submit.

Prepare four envelopes, each one containing the two issues of your magazine that you have chosen. Seal each envelope and tape a copy of this form to the front of each envelope. We suggest enclosing within each envelope one or two sheets with the following information for our reviewers:

- A short description of your magazine, your mission statement, and who your audience is.
- A description of your staff size and any recent changes to the publication (new staff members, recent redesign, change in circulation, and so forth).
- What you feel are your magazines top two or three strengths and weaknesses.
- A short statement as to what you are hoping to glean from this experience. This may include specific items that you'd be particularly interested in hearing from the critiquers on — design, readability, reporting strength, etc.



We estimate the process will take approximately 8-10 weeks from the time that we receive your submissions until you receive your written report. The TABPI website, located at www.tabpi.org, includes two sample reports, so you know what you can expect from this program.

Mail submissions so as to arrive in our offices on or about October 1st, 2007. Please make checks payable to TABPI. Our Taxpayer ID# is 20-0636434. Ship completed entries and payment to:

2007 Magazine Critique Service
c/o TABPI
10800 Pearl Rd., Suite B4
Cleveland, OH 44136
USA

Questions? Email us at info@tabpi.org, fax 440-238-7606 or call 440-238-7880.