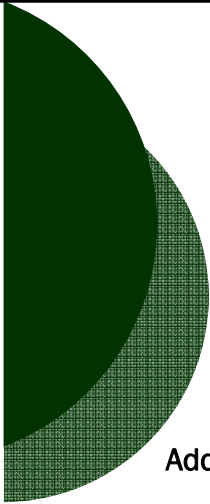


Calculating the Value of Sustaining Membership

TAPPI Sustaining Member calculations shown below are based on membership for an industry supplier with a customer contact base of engineers and decision makers among major paper companies and allied industry companies.

Fixed Tangible	
ITEM:	DOLLAR VALUE:
One Year Full Membership to TAPPI and PIMA (1)	\$ 324
<i>Paper 360</i> Subscription (1)	\$ 50
<i>TAPPI Journal</i> (Included with Membership)	\$ 0
<i>TAPPI Journal</i> Bound Compilation	\$ 205
<i>Progress in Paper Recycling Journal</i>	\$ 357
TAPPI E-Library (Included with Membership)	\$ 0
Newsletters (Including <i>BioTech Quarterly</i>)	\$ 95
TAPPI Standards & Tips	\$ 125
2 Gift Memberships of 6 Months	\$ 174
Conference Registration (1)	\$ 900
Plaque	\$ 42
Sub-Total:	\$2,272
Variable Tangible Benefits Per Usage	
ITEM:	DOLLAR VALUE:
Lowest Fare Attendance at TAPPI Events*	\$ 600 (average)
Discount on Job Postings to Career Center	\$ 200 (average)
Sponsorship Discount	\$ 100 (average)
Other Discounts	\$ 100 (average)
Sub-Total:	\$1,000
Total:	\$3,272

*all deadline penalties are waived for anyone from a Sustaining Company



Calculating the Value of Sustaining Membership

Additional Intangible Benefit:

Exposure to customers and prospects as a TAPPI Sustaining Member. Conservative exposure calculations below are based on the assumption that 50% of visitors are potential customers for a supplier to paper/board manufacturers or converters. Total exposure is calculated by multiplying the number of customers reached times the frequency of the item.

ITEM:	REACH:	FREQUENCY:	NUMBER:
Events ¹	300	3.5 (per year)	1,200
Website ²	15,407	12 (months)	184,484
<i>Paper 360/TAPPI Journal</i> ³	8,000	6	48,000
Exposure (Reach x Frequency) =			233,934 per year

Additional Tangible and Intangible Benefits:

- Support for Students
- Suite and Exhibit Preferences
- Charitable Tax Deduction of \$1,000

1. Events: Signage and Session Mention, Program Book Mention, Special Ribbons. If only one event, we figured 300 customers (1/3 of the 1,000 present) seeing one of four signs, and two of six sessions, and seeing the program book once. Typically, however, TAPPI offers more than just one event for those customers; we figured conservatively.
2. Website: Membership Section, Honors Section, and Buyer's Guide all highlight Sustaining Companies, one half of 30,000 unique visitors/month are assumed customers; click through to company's website is available.
3. Print: We calculated 1/2 of *Paper 360* circulation at quarterly Sustaining Membership listing, plus 1/2 of *TAPPI Journal* circulation as readership. This does include the annual print summary edition that will be a shelf product for all members.