



Sustaining Membership Benefits

TAPPI is the world's largest association of professionals in the pulp, paper, packaging and converting industries. TAPPI provides members with Access to Knowledge and Access to Networks to gain information, share insights with others who face similar challenges, and contribute more fully to your employer, industry associates and society.

Specific benefits for TAPPI Sustaining Members include:

- One Year Full Membership to TAPPI
- Paper360° Subscription (One Subscription)
- TAPPI JOURNAL (Included with Membership)
- TAPPI JOURNAL Bound Compilation
- TAPPI e-Library (Included with Membership)
- Specialty Newsletters – 5 and e-Updates specific to your interest.
- Buyer's Guide Listing (plus a copy of the Buyer's Guide upon publishing)
- TAPPI Standards & TIPS (One On-Line License)
- 2 Gift Memberships (Gift Certificates of Six Months each)
- 1 Event Registration (Course or Conference)
- Charitable Donation Tax Credit
- Membership Plaque (plus smaller recognition plaques to display at TAPPI events for exhibiting or sponsoring)
- Low Fare Attendance at TAPPI Events
- Discount on Job Postings to Career Center & Premium Exhibit Space at TAPPI Student Summit
- Sponsorship Discount
- Replacement Membership
-and More.

Membership Category and Price (12 full months of membership):

.....US \$2,500

- Sustaining/Corporate (1 Year) Individual company in the pulp, paper and converting industry



The Value of Sustaining Member Benefits

Fixed Tangible	
Item:	Dollar Value:
One Year Full Membership to TAPPI	\$174
Paper360° Subscription (One Subscription)	\$50
TAPPI JOURNAL (Included with Membership)	\$ Included
TAPPI JOURNAL Bound Compilation	\$205
TAPPI E-Library (Included with Membership)	\$ Included
Specialty Newsletters - 5	\$95
Buyer's Guide Listing	\$395
TAPPI Standards & TIPs (One On-Line License)	\$250
2 Gift Memberships (Gift Certificates of Six Months)	\$174
1 Event Registration	\$900
Charitable Donation Tax Credit*	\$1,000
Plaque	\$42
Sub-Total:	\$3,285
Variable Tangible Benefits Per Usage	
Item:	Dollar Value:
Low Fare Attendance at TAPPI Events **	\$ 600 (average)
Discount on Job Postings to Career Center	\$ 200 (average)
Sponsorship Discount	\$ 100 (average)
Other Discounts	\$ 100 (average)
Replacement Membership	\$ 87 (average)
Sub-Total:	\$1,087
Total Value:	\$4,372
Your Cost:	\$2,500

*TAPPI is a registered 501c3 tax exempt organization and contributions to TAPPI are fully tax deductible as allowed by U.S. law.

**All deadline penalties waived for all employees from a Sustaining Company



Calculating the Reach of Sustaining Membership

Additional Tangible Benefits

Exposure calculations below are based on the assumption that 50% of visitors are potential customers for a supplier to paper/board manufactures for converters. Total exposure is calculated by multiplying the number of customers reached times the frequency of the item.

Item	Reach	Frequency	Number
15 Events ¹	300	4x	1,200
Website ²	78,887	12 (months)	946,644
<i>Paper 360</i> ³	20,000	2x	40,000
<i>TAPPI JOURNAL</i>	8,500	3x	25,500
TAPPI Buyer's Guide	5,000	1x	5,000
<i>Over-the-Wire (OTW)</i>	45,000	2x	90,000
Exposure (Reach x Frequency) =	157,687		1,108,344

Additional Tangible Benefits:

- Support for Students
- Suite and Exhibit Preferences - 5%
- Charitable Tax Deduction of \$1,000

Events: Includes signage and session mention, program book mention, special ribbons. If only one event, approximately 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.

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.

Print: We calculated Paper 360° circulated at a semi-annual Sustaining Membership listing. We also included the popular Over the Wire (OTW) circulation announcement and click through, the TAPPI Buyer's Guide and TAPPI JOURNAL.