

# Member Entitlements

TSA Limited (TSA) offers four (4) membership categories to deliver optimal benefits to members. Whilst categories are based on annual company turnover members can select a higher member category if more relevant to your business requirements.

BENEFITS	COMMERCIAL	COMMERCIAL PLUS+	PLATINUM	REPRESENTATIVE BODY MEMBERS*
<b>VALUE OF PAPER &amp; PRINT (VOPP)</b>				
VoPP Industry Report	✓	✓	✓	✓
Website Members Only Access	✓	✓	✓	✓
Supplementary Material	✓	✓	✓	✓
VoPP Facts Sheets and Collateral Artwork	✓	✓	✓	✓
TSA Monthly e-News	✓	✓	✓	✓
ED Sales Briefing x 1 per annum		✓	✓	✓
ED Key Note Speaker x 1 per annum*			✓	✓
Personalised Creative/ Marcomms campaign and co-branding			✓	✓
PR and Media Representation explored for joint promotion		✓	✓	✓
<b>TWO SIDES AUSTRALIA</b>				
Website Members Only Access	✓	✓	✓	✓
Two Sides Myths & Facts	✓	✓	✓	✓
Two Sides Fact Sheets	✓	✓	✓	✓
Two Sides Marketing Collateral	✓	✓	✓	✓

**\*Representative Body Members:** Membership benefits are applicable to Representative Body Member staff. Joint activities negotiated with Representative Body Member Associates are by agreement only. Representative Body Members are not recipients of full membership benefits received by Commercial, Commercial Plus or Platinum members.

**Partner Member:** Sponsorship opportunities can be arranged by agreement.

MEMBER TYPE	COMPANY TURNOVER	ANNUAL FEE
Platinum Member	\$100m+ Plus	\$5,000
Commercial Plus* Member	\$50m to \$100m	\$3,500
	\$20m to \$50m	\$2,500
	\$10m to \$20m	\$2,000
Commercial Member	\$5m to \$10m	\$1,500
	\$2m to \$5m	\$500
	Under \$2m	\$250
Representative Body Member	By agreement	
Partner Member	By agreement	



# Glossary of Benefits

VALUE OF PAPER & PRINT (VoPP)	
VoPP Industry Report	The VoPP Industry report provides data and research from internationally renowned research agencies and commentators. It focuses on the strength of print media across Efficacy, Path to Purchase, Brand, Return on Investment, In Situ and Sustainability disciplines.*All member types have access to the report. Platinum members can choose to also receive up to 2,000 print copies of the report.
Website Members Only Access	The 'Members Only' section of the website is where members can access research, case studies and articles that have not yet been released onto the website as well as all other supplementary material that is only available to members. *Content can be re-branded to fit with member company branding and marketing collateral.
Supplementary Material	Supplementary Material includes the 'Nickable Charts' that show various stats and research in a well-designed format ready for use in sales presentations. Members also have the choice of rebranding supplementary material to fit within your company's branding or marketing campaign.
VoPP Facts Sheets and Collateral Artwork	Fast Fact sheets are a quick look at positive quantitative data regarding all areas of paper and print such as magazines, newspapers and direct mail. These are used as part of a member company's marketing collateral and can also be re-branded. Artwork includes access to campaign signage artwork, transport skins, operational posters and hi-res logos.
TSA Monthly e-News	Engage your team with monthly eNews. Upon membership, providing the VoPP team with an email list of your teams will ensure they are immediately added to the mailing list. Use the content for your own newsletters whether internal or external.
Sales Briefing x 1 per annum	A member of the VoPP team will visit your sales and marketing teams to present the latest trends and innovation in the paper and print industry. They will brief in the campaign, provide updates on the latest research and guide your team through a 'ValuePlus' selling model.
ADDITIONAL PROJECTS	
Key Note Speaker x 1 per annum*	Special consideration for national briefings will be reviewed upon negotiation. *Platinum Members only.
Personalised Creative/Marcomms campaign and co-branding	Projects can be negotiated directly with the VoPP team.
PR and Media Representation explored for joint promotion	Projects can be negotiated directly with the VoPP team.

## TWO SIDES AUSTRALIA

Two Sides Membership: A unique initiative, from tree to page, promoting the sustainability of print media for common benefit of the paper and print industries. Two Sides Australia establishes a credible voice promoting the responsible production and use of paper and print, and dispels common environmental misconceptions by providing members with verifiable information on why paper and print is an attractive, practical and sustainable communications medium.

WEBSITE MEMBERS ONLY ACCESS	Access to all Two Sides Australia materials. A valuable resource to inform clients, staff and industry partners about our industry's sustainability. Members can also create their own web page to publicise their organisation's green credentials.
MYTHS & FACTS	The Myths and Facts brochure sets out what members need to know about the sustainability of paper and print. A perfect way to tell the truth about the paper and print industries to staff and clients. Two Sides members can create a personalised copy of the booklet as artwork files are provided to members. Simply include your own corporate imagery and text which describes your organisation.
FACT SHEETS	A series of Fact Sheets outlining critical issues and environmental science research to correct myths associated with the environmental credentials of paper and print.
MARKETING COLLATERAL	A range of marketing collateral is available for members including, but not limited to; general artwork, signage, outdoor advertisements, posters, merchandise artwork and more.

