



Wednesday, March 13, 2019

## **MEDIA MEMBERSHIP CRITERIA FAQs**

**How many points do you need to join/re-qualify?**

50

**What is the time period to be used for joining/re-qualifying?**

Anything up to 24 months prior to date of submission.

**Do the new media membership criteria have to be voted on during AGM?**

No.

**Why is the minimum word count 750? It's too high!**

After a great deal of input and feedback, followed by Board approval, there will be an adjustment to the Word Count scoring table as follows:

Minimum Criteria: 250

250-500 = .5 Point

501-750 = .75 Point

751-1000 = 1 Point

1001-1250 = 2 Points

1250-1500 = 3 Points

1500-2000 = 4 Points

2001+ = 5 Points

**Why is the minimum circulation 10K? It's too high!**

After a great deal of input and feedback, followed by Board approval, there will be an adjustment to the Circulation scoring table as follows:

Minimum Criteria: 5K

5K-7500 = .5 Point

7501- 9999 = .75 Point

10K-15K = 1 Point

15001-20K = 2 Points



20001-25K = 3 Points  
25001-50K = 4 Points  
50K+ = 5 Points

### **How is a Submission Calculated?**

All of the calculations are performed automatically while completing the forms. For each Type of Submission, there are minimum criteria and three measurable, scorable criteria. Scores are awarded based on the points chart.

#### **Example # 1:**

Magazine • Words and Photos  
Circulation: 50K = 5 Points  
Word Count: 1000 = 1 Point  
Photo Count: 5 = 5 Points  
Raw Total = 11 Points  
Final Total = 10 Points (Maximum Total: 10)

#### **Example # 2:**

Blog • Words and Photos  
Circulation: 50K = 5 Points  
Word Count: 1000 = 1 Point  
Photo Count: 5 = 5 Points  
Sponsored Content = Yes  
Raw Total = 11 Points  
Final Total = 2.75 Points (25% of Total Points)

### **What does Monthly Frequency mean on the Points Chart?**

Monthly Frequency applies to the number of times a website or blog is updated to demonstrate the "activity" of the site. It does NOT apply to the number of times a joining/re-qualifying member has to post on that specific site. This will be made clearer in directions and on the site.

### **Do the joining/re-qualifying members have to be paid for work included?**

Yes, except for those submissions on platforms you personally own/control.

### **What does Website mean on the Points Chart?**



An online site that has travel content published frequently by a variety of authors, not just by joining/re-qualifying members. It is not restricted only to joining/re-qualifying members' sites. This may also apply to third-party Blogs.

**What does Blog mean on the Points Chart?**

A website that is owned by the joining/re-qualifying member and where travel articles are predominantly authored by the media member.

**What does Sponsored Content mean on the Points Chart?**

Sponsored content is material in an online publication which resembles the publication's editorial content but is paid for by an advertiser and intended to promote the advertiser's product.

**Do contributions to someone else's Blog count?**

Yes, as long as the Blog meets the minimum criteria for a Blog submission. These submissions would be entered into Type = Website/Third Party Blog.

**May I submit content created for a brochure?**

No.

**May I submit content created for Trivago's online magazine?**

Yes, if the piece was truly unbiased and was paid for. We will be adding a Type for Magazine – Online/Digital. This Type of Submission will be added and scored similarly to a Magazine – Print submission.

**Do contributions to annual guide books count? I don't see it listed.**

This Type of Submission will be reviewed and added, if it is considered unbiased content. If so, this Type of Submission will be scored similarly to a Magazine submission.

**May I submit content created for a travel app?**

This Type of Submission will be reviewed and added, if it is considered unbiased content.



**Have a Question?**

Please send to [tmacnationalboard@travelmedia.ca](mailto:tmacnationalboard@travelmedia.ca)