

**TMAC MEDIA MEMBERSHIP CRITERIA AND POINTS TABLE**

**MEDIA MEMBERSHIP CRITERIA - FOR ALL JOINING/REQUALIFYING MEMBERS**

**SUBMISSION POINTS • TOTAL POINTS REQUIRED: 50**

1. FOR NEW APPLICANTS: Two letters of reference must be provided. At least one reference must be from a current TMAC industry member with whom you have worked directly. The other may be from: 1) a travel media professional who is a member of TMAC or another media-accredited association, or 2) a member of the travel industry profession.
2. FOR NEW APPLICANTS: You must have been active in the industry for the previous two years.
3. You must supply a minimum of five submissions. For books and guidebooks, you will need to supply one submission.
4. You may supply samples of work (words only; images only; both words and images; audio; or video) in any or all of the following Types that meet the minimum criteria: Magazine; Newspaper; Website; Book; Guidebook; Radio; TV; Blog; Vlog; and Podcast.
5. You will receive a maximum of 10 points for each submission. For books and guidebooks, you will receive a maximum of 50 points for each submission.
6. Sponsored content must be identified and will be allocated 25% of the total points. Sponsored content is the same as advertorial and is defined as content that was created as part of a contract where payment was received directly from a brand. Please note that receiving payment from a publisher or editor is not sponsored content. Any content created beyond what was outlined in the contract does not count as sponsored work and will be allocated full points.
7. Prospective members who only work within public social platforms (i.e., Facebook, Instagram, Twitter) do not qualify.
8. All submissions must meet the minimum criteria. All submissions will be scored on up to three different criteria.  
This criteria changes (in some or all cases) by submission Type.

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Magazines - Print & Digital	Circulation	Points	Word Count	Points	Photos	Points	Minimum Criteria
	<5000	0	<250	0	0	0	Circulation: 5K
	5001-7500	1	250-500	1			Annual Frequency: 4
	7501-10K	1	500-750	1			Word Count: 250
	10001-15K	1	751-1000	1	1	1	
	15001-20K	2	1001-1250	2	2	2	
	20001-25K	3	1251-1500	3	3	3	
	25K-50K	4	1501-2000	4	4	4	
	50K+	5	2001+	5	5+	5	
Newspaper	Circulation	Points	Word Count	Points	Photos	Points	Minimum Criteria
	<5000	0	<250	0	0	0	Circulation: 5K
	5001-7500	1	250-500	1			Annual Frequency: 4
	7501-10K	1	500-750	1			Word Count: 250
	10001-15K	1	751-1000	1	1	1	
	15001-20K	2	1001-1250	2	2	2	
	20001-25K	3	1251-1500	3	3	3	
	25K-50K	4	1501-2000	4	4	4	
	50K+	5	2001+	5	5+	5	
Book	Press Run	Points	Word Count	Points	Photos	Points	Minimum Criteria
							Must have an ISBN #
	<1000	0	<10K	0	0-4	0	Press Run: 1K
	1001-1250	5	10001-20K	5	5-10	5	Word Count: 10K
	1251-1500	10	20001-30K	10	11-15	10	
	1501-2000	15	30001-40K	15	16-20	15	
	2001-2500	20	40001-50K	20	20-25	20	
	2500+	25	50K+	25	25+	25	

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Guidebook	Press Run	Points	Word Count	Points	Photos	Points	Minimum Criteria
	<1000	0	<10K	0	0-4	0	Must have an ISBN #
	1001-1250	5	10001-20K	5	5-10	5	Press Run: 1K
	1251-1500	10	20001-30K	10	11-15	10	Word Count: 10K
	1501-2000	15	30001-40K	15	16-20	15	
	2001-2500	20	40001-50K	20	20-25	20	
	2500+	25	50K+	25	25+	25	
Website/Third-party Blog	UMVs	Points	Word Count	Points	Photo	Points	Minimum Criteria
	<5000	0	<250	0	0	0	UMVs: 5K
	5001-7500	1	250-500	1			Monthly Frequency of Posts: 3
	7501-10K	1	500-750	1			Word Count: 250
	10001-15K	1	751-1000	1	1	1	
	15001-20K	2	1001-1250	2	2	2	
	20001-25K	3	1251-1500	3	3	3	
	25K-50K	4	1501-2000	4	4	4	
	50K+	5	2001+	5	5+	5	
Broadcasting - Radio	Listeners	Points	Length (minutes)	Points	Monthly Frequency	Points	Minimum Criteria
	<5K	0	<3	0	<3	0	Monthly Listeners: 5K
	5001-15K	1	3-5	1	4-7	1	Monthly Frequency of Segment: 3
	15001-20K	2	5-10	2	8-11	2	Length: 3 Minutes
	20001-25K	3	10-20	3	12-15	3	
	25K-50K	4	20-30	4	16-20	4	
	50K+	5	30+	5	20+	5	
Broadcasting - TV	Viewers	Points	Length (minutes)	Points	Monthly Frequency	Points	Minimum Criteria
	<5K	0	<3	0	<3	0	Monthly Viewers: 5K
	5001-15K	1	3-5	1	4-7	1	Minimum Monthly Frequency Segment: 3
	15001-20K	2	5-10	2	8-11	2	Minimum Length: 3 minutes
	20001-25K	3	10-20	3	12-15	3	
	25M-50K	4	20-30	4	16-20	4	
	50K+	5	30+	5	20+	5	
Self-published Blog	UMVs	Points	Word Count	Points	Photos	Points	Minimum Criteria
	<5K	0	<750	0	0	0	UMVs: 5M
	5001-15K	1	751-1500	1	1	1	Frequency of Monthly Posts: 3
	15001-20K	2	1501-2500	2	2	2	Word Count: 750
	20001-25K	3	2501-3500	3	3	3	
	25M-50K	4	3500-4500	4	4	4	
	50K+	5	4500+	5	5+	5	

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Self-published Vlog	UMVs	Points	Length	Points	Monthly Frequency	Points	Minimum Criteria
	<5K	0	<3	0	<3	0	UMVs:5M
	5001-15K	1	3-6	1	4-7	1	Frequency of Monthly Posts: 3
	15001-20K	2	7-10	2	8-11	2	Length: 3 Minutes
	20001-25K	3	10-12	3	12-15	3	
	25M-50K	4	13-15	4	16-20	4	
	50K+	5	15+	5	20+	5	
Self-published Podcast	Downloads	Points	Length of Segment	Points	Monthly Frequency	Points	Minimum Criteria
	<100	0	<15	0	<3	0	Monthly Downloads: 100
	100-150	1	15-30	1	4-7	1	Frequency of Monthly Podcasts: 3
	151-200	2	31-45	2	8-11	2	Minimum Length: 15 Minutes
	201-250	3	46-60	3	12-15	3	
	251-250	4	60-75	4	16-20	4	
	250+	5	75+	5	20+	5	

**BONUS POINTS-SOCIAL MEDIA PLATFORMS**  
**Maximum: 5 Points Allowed**

Facebook, Twitter, Instagram, Pintrest	Followers/Fans	Points					Minimum Criteria
	<5K	0					Followers/Fans: 5K
	5K+	1					Frequency of Monthly Posts: 3
							Active For: 2 years
YouTube	Subscribers	Points					Minimum Criteria
	<1K	0					Subscribers: 1K
	1K+	1					Frequency of Monthly Posts: 3
							Active For: 2 years

**BONUS POINTS-VOLUNTEER POSITIONS**  
**Member must have served a minimum of one year to qualify for bonus points. Maximum: 10 Points Allowed**

NATIONAL BOARD	Points
President	9
Vice-president	8
Treasurer	8
Secretary	8
Director-at-large	5
NATIONAL COMMITTEE	
Chair	8
Co-chair	4
Member	3
CHAPTER	
Chair	8
Co-chair	4
Member	3

\* Points for adhoc volunteer tasks not listed above will also receive points calculated based on time. Revised February 24, 2021