



# Search Engine Marketing Registration Form

Mail or fax the completed registration form to:

**Mailing Address:**

DMA Customer Service  
1120 Avenue of the Americas  
New York, NY 10036-6700

**Fax:**

212.302.7643

Please enroll me in DMA's Search Engine Marketing Level I Course

Please enroll me in DMA's Search Engine Marketing Level II

Organic Concentration Course

Paid Concentration Course

Organic & Paid Concentration Course

\*Note: Completing this form will only register you for the Level I and/or Level II Courses. In order to become SEM certified you must:

- Fill out the application form and return with application fee
- Register for Level I and Level II Courses
- Pass both Level I and Level II exams

**Registration Rates:**

Level I  DMA Member: \$ 999       Non-Member: \$1,299

Level II (Paid or Organic Concentration)  DMA Member: \$ 999       Non-Member: \$1,299

Level II (Both Paid and Organic Concentration)  DMA Member: \$ 1,449       Non-Member: \$1,799

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Phone number: \_\_\_\_\_

Fax number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Form of Payment:  Check Enclosed    AMEX    Master Card    Discover Card    VISA

Card Number: \_\_\_\_\_

Cardholder's Name (as it appears on card) \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

**Cancellation Policy:**

If you must cancel your registration, please contact DMA Customer Service within 10 business days of purchase. Cancellations will not be accepted after the 10-day period.

Please send me information on DMA Membership.

Please send me the DMA Events Catalog.