



# Search Engine Marketing Certificate Program APPLICATION FORM

**SIGNED APPLICATIONS MUST BE ACCOMPANIED BY:**

- A non-refundable application fee

*Applications are reviewed and processed on a rolling basis. You will be notified within 30 days of submission.*

Prefix:  Dr.  Mr.  Mrs.  Ms.  Other

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

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

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

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

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

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

**PLEASE COMPLETE ALL QUESTIONS**

| Level of Experience? | Entry<br>1-2 years       | Basic<br>3-5 years       | Intermediate<br>6-9 years | Advanced<br>10+ years    |
|----------------------|--------------------------|--------------------------|---------------------------|--------------------------|
| Profession           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> |
| Current Position     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> |

**What is your market?**

[please mark one box only]

- B-to-B  Consumer  Both

**Which of the following best describes your functional job responsibility:** [please mark all that apply]

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Account Management/Client Services | <input type="checkbox"/> E-Commerce                   | <input type="checkbox"/> News Reporter/Producer        |
| <input type="checkbox"/> Administrative Executive           | <input type="checkbox"/> Education/Training           | <input type="checkbox"/> Operations/Facilities         |
| <input type="checkbox"/> Administrative Support             | <input type="checkbox"/> Electronic/Interactive Media | <input type="checkbox"/> Planning/Business Development |
| <input type="checkbox"/> Advertising                        | <input type="checkbox"/> Executive Administration     | <input type="checkbox"/> Privacy                       |
| <input type="checkbox"/> Analysis                           | <input type="checkbox"/> E-Mail Promotion             | <input type="checkbox"/> Product/Brand Management      |
| <input type="checkbox"/> Broadcast/Cable/Satellite          | <input type="checkbox"/> Finance/Budgeting/Accounting | <input type="checkbox"/> Production/Purchasing         |
| <input type="checkbox"/> Business Planning/Development      | <input type="checkbox"/> Fulfillment/Warehousing      | <input type="checkbox"/> Project Management            |
| <input type="checkbox"/> Cataloger                          | <input type="checkbox"/> General Management           | <input type="checkbox"/> Research                      |
| <input type="checkbox"/> Circulation                        | <input type="checkbox"/> Government Affairs           | <input type="checkbox"/> Risk Management               |
| <input type="checkbox"/> Communications/Public Relations    | <input type="checkbox"/> Human Resources/Training     | <input type="checkbox"/> Sales Support                 |
| <input type="checkbox"/> Consultant/Freelancer              | <input type="checkbox"/> Information Technology       | <input type="checkbox"/> Search Engine Marketing       |
| <input type="checkbox"/> Copywriter/Editorial Writer        | <input type="checkbox"/> Legal                        | <input type="checkbox"/> Student/Trainee/Intern        |
| <input type="checkbox"/> Creative Design                    | <input type="checkbox"/> List Management              | <input type="checkbox"/> Telecommunications            |
| <input type="checkbox"/> Customer Service                   | <input type="checkbox"/> Marketing/International      | <input type="checkbox"/> Teleservices                  |
| <input type="checkbox"/> Database Marketing                 | <input type="checkbox"/> Merchandising                | <input type="checkbox"/> Other _____                   |
| <input type="checkbox"/> Direct Mail                        | <input type="checkbox"/> Marketing/Sales Promotion    |  |

**What is your level of management?** [please mark one box only]

- Attorney / Counsel
- Owner/Partner/Principal
- President/CEO/Chairman
- SR. Vice President/Executive Vice President
- Vice President
- Account Executive
- Analyst
- Director
- Educator/Professor/Teacher
- Manager
- Assistant/Support/Staff
- Coordinator/Associate/Specialist
- Other \_\_\_\_\_

**How did you hear about this program?** [please mark one box only]

- E-Mail
- Fax Promotion
- Mail Piece
- Manager/Supervisor
- Space Ad
- Training Department
- Website
- Other \_\_\_\_\_

**Have you attended training seminars or conferences sponsored by other organizations/associations in the past year?**

- No  Yes

If yes, please indicate the name of the seminar or conference and sponsor:

\_\_\_\_\_

\_\_\_\_\_

**How often do you attend seminars or conferences?** [please mark one box only]

- Once every:  6 months  12 months  18 months  24 months

Which of the following subjects/topics would be of interest to you? [please mark all that apply]

- |   |  |
|---|--|
| <input type="checkbox"/> Business-to-Business                     | <input type="checkbox"/> Internet/Electronic Media             |
| <input type="checkbox"/> Brand Marketing                          | <input type="checkbox"/> List Management                       |
| <input type="checkbox"/> Customer Acquisition/Lead Generation     | <input type="checkbox"/> Market Research                       |
| <input type="checkbox"/> Catalog                                  | <input type="checkbox"/> Multichannel Marketing                |
| <input type="checkbox"/> Circulation                              | <input type="checkbox"/> Operations                            |
| <input type="checkbox"/> Conferences                              | <input type="checkbox"/> Postal                                |
| <input type="checkbox"/> Consumer Education/Protection            | <input type="checkbox"/> Print Advertising                     |
| <input type="checkbox"/> Creative                                 | <input type="checkbox"/> Printing/Production                   |
| <input type="checkbox"/> Customer Relationship Management         | <input type="checkbox"/> Response Analytical Measurement Tools |
| <input type="checkbox"/> Database Management/Marketing            | <input type="checkbox"/> Retailing                             |
| <input type="checkbox"/> E-mail/Fax Marketing                     | <input type="checkbox"/> Search Engine Marketing               |
| <input type="checkbox"/> Economic/Sales Data                      | <input type="checkbox"/> Seminars/Training                     |
| <input type="checkbox"/> Ethnic Marketing                         | <input type="checkbox"/> Sweepstakes                           |
| <input type="checkbox"/> Financial Services/Insurance             | <input type="checkbox"/> Teleservices                          |
| <input type="checkbox"/> Government/Regulatory Issues/Legislation | <input type="checkbox"/> Other _____                           |
| <input type="checkbox"/> Health/Pharmaceutical                    |  |

Who is responsible for authorizing training in your organization? [please mark one box only]

- Immediate Manager/Supervisor  
 Training Department

Which media does your company use for direct marketing? [please mark all that apply]

- Catalog  
 Direct Mail  
 DRTV/Radio  
 E-mail  
 Internet  
 Print Advertising  
 Retail  
 Search Engine Advertising  
 Telemarketing  
 Other \_\_\_\_\_

Who is your immediate supervisor or manager? (Optional)  Not Applicable

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

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

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

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_

Please list other associations or professional organizations to which you belong.

---

---

---

How many full-time employees in your company are engaged in direct marketing?

[please mark one box only]

- 1-4  
 5-10  
 11-20  
 21-50  
 51-100  
 101-250  
 251-500  
 501 or more

How many people do you directly or indirectly supervise?

[please mark one box only]

- None  
 1-4  
 5-10  
 11-15  
 16-20

Which business newsletters, e-newsletters, magazines, and trade publications do you regularly read? [Please mark all that apply]

- |  |   |
|--|---|
| <input type="checkbox"/> Advertising Age           | <input type="checkbox"/> Operations & Fulfillment       |
| <input type="checkbox"/> Adweek                    | <input type="checkbox"/> Sales and Marketing Management |
| <input type="checkbox"/> American Demographics     | <input type="checkbox"/> Search Engine Watch            |
| <input type="checkbox"/> B-to-B Magazine           | <input type="checkbox"/> OTHER (please specify)         |
| <input type="checkbox"/> Catalog Success           | _____   |
| <input type="checkbox"/> Direct                    | _____   |
| <input type="checkbox"/> Direct Marketing Magazine |   |
| <input type="checkbox"/> DM News                   |   |
| <input type="checkbox"/> Marketing Magazine        |   |
| <input type="checkbox"/> Multichannel Merchants    |   |

**DMA06 INTRODUCTORY APPLICATION FEE:**

( ) \$299 for Employees of DMA Member Companies      ( ) \$399 for Non-members

**METHOD OF PAYMENT FOR APPLICATION FEE:** (Please note this fee is non-refundable):

Check Enclosed (Payable to DMA)     AMEX     Master Card     Discover Card     VISA

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Holder's Signature \_\_\_\_\_

**RETURN TO:**

Education Services / SEM Certification  
Direct Marketing Association  
1120 Avenue of the Americas  
New York, NY 10036  
**Phone:** 212.768.7277 **Fax:** 212.719.5106

**APPLICATION STATEMENT:**

I hereby apply for the DMA certification program in Search Engine Marketing and understand that the award of the certification depends upon successful completion of specified requirements and passage of the examination. I understand that the information accrued in the certification program may be used for statistical or other purposes for the evaluation of the program. I further understand that the information in my records will be treated confidentially, except as otherwise provided by law.

I will be informed only of whether I have passed or failed the examination and will be granted certification or not. I understand that the examination answer sheets are not returned to me and remain the property of the examining body conducting the training for the DMA. If I fail the examination, I understand that I may ask for a review of my examination, that this constitutes my only appeal, and that there is no other appeal of the results of my examination. To the best of my knowledge, the information contained in this application is true, complete, correct and is made in good faith. I understand that the examination is developed to test my competency in Search Engine Marketing and that the examining body reserves the right to withhold or cancel my scores or revoke certification if there is any cheating, improper conduct, or other irregularities associated with the submission of my certification examination or candidacy. I understand that the examining body reserves the right to verify any or all information on this application and that any incorrect or misleading information may constitute grounds for cancellation of my examination scores, revocation of the certification, or other action

Signature: \_\_\_\_\_ Date: \_\_\_\_\_