



## Criteria for Listings in the Arizona Production Guide

The following guidelines apply to both new applicants and existing APA members, and to both the online and printed production guides. This summary also includes information on how listings are displayed.

### **Arizona Residency**

Listings in the Arizona Production Guide are open to Arizona residents only, and only Arizona addresses will be included in listing information.

### **References/Call Sheets**

Three references or call sheets must be submitted for each category you wish to list in. The same references can be used for more than one category if the references can verify you have worked in all areas you wish to list in. For references, please supply names, phone numbers and email addresses of individuals not in your employ.

Existing members wishing to change categories must also supply references for any new category not directly related to the existing listing (at the discretion of the APA).

### **Alphabetical Order**

Listings appear in alphabetical order by company name OR by an individual's last name if no company name is on the listing. Numbers appear before letters (i.e. "1 Stop Production" would appear before "One Stop Production"). All punctuation is ignored (i.e. "A-1" would be simply "A 1" for alpha order), as is the word "The" unless it is part of your registered company name.

If your company name begins with an "A" or a number, you must submit documentation to that effect. Acceptable forms of documentation include a copy of your name registration from the Arizona Corporation Commission or Secretary of State or a copy of your Transaction Use Privilege Tax License from an Arizona city. The documentation must match how the company name is to appear on your listings, so if you want to list as "1 Stop Production," your company must be registered as 1 Stop Production and not "One Stop Production."

## **Criteria for Listings in the Arizona Production Guide (continued)**

### **Contact Info on Listings**

Each listing may contain no more than two individual names and one company name. If you have more than one company and want to have listings for each company, you must purchase a separate membership for each company. Only one web site address may appear in online listings.

### **Formatting/Length of Listings**

Text formatting (i.e. bolds, underlines, italics, etc.) is not permitted within a listing's contact information or description of services. Exception: You may purchase a **BOLD** on your company's name (or your name if no company name appears) in the printed version of the production guide for an additional fee.

No photos or other visual imagery is permitted within listings. Exception: You may add your company **LOGO** to your listing in the printed production guide (subject to meeting size and artwork requirements established by APA) for an additional fee per listing. Logos will be printed in black & white only. You may also purchase a banner ad within your online listing for an additional fee (subject to meeting artwork requirements).

Logos for the printed Production Guide cannot exceed 2 ¼" in length or 1" in height.

Descriptions may not exceed 20 words in length per listing or 40 words in length if you only have one listing. Additional words may be purchased and are billed at \$1 per word over the limit.

### **Licenses**

If the state of Arizona requires you to be licensed to perform the services listed, you must submit a copy of that license before your listing will be accepted. Categories that require licenses include (but are not limited to) catering, talent/modeling agencies, drivers/chauffeurs/operators, medical services, Pyrotechnicians, teachers, security services/bodyguards and insurance services.