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Form **990-EZ**

Department of the Treasury

Internal Revenue Service

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code

(except black lung benefit trust or private foundation)

Sponsonng organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990. All other organizations with gross receipts less than \$500,000 and total

assets less than \$1,250,000 at the end of the year may use this form ► The organization may have to use a copy of this return to satisfy state reporting requirements OMB No 1545-1150 2009

Open to Public Inspection

Α	For th	ne 2009 calei	ndar year,	or tax year beginning			, and	l ending			
В	Check	ıf applicable	Please	C Name of organization	1			_	D Emplo	yer ident	ification number
	Addres	s change	use IRS	1		TICING				38-2	239287
	Name o	change	label or print or	AMERICAN ACADE				Doom/outo	E Telep		
	Initial re	eturn	type.	Number and street (or P (J box, il mali is not delive	ered to street address)		Room/suite	0.05	,,,,,,	
	Termina	ated	See	24710 SHAKER BLY	/D			_		(786)	339-3333
	Amend	ed return	Specific Instruc-	City, town, or country		State	ZIP	+ 4	F Group	Exemp	tion
	Applica	ition pending	tions.	BEACHWOOD		ОН	44	122 _	Numb	er	<u> </u>
•	Sectio	n 501(c)(3) c	organizatio	ons and 4947(a)(1) non	exempt charitable	le trusts must a	attach	G Accounting	ng Method	ı X	Cash Accrual
				leted Schedule A (Forn				Other (sp	ecify) 🕨		
								H Check ▶	X If the	e organiz	zation is not
1	Websit	te: ► <u>WW\</u>	N AAASIT	TE ORG							B (Form 990,
j	Tax-exe	mpt status (ch	eck only one)_ X 501(c)(3)	◄ (Insert no) 4	1947(a)(1) or	527	990-EZ, d	or 990-PF)	
ĸ	Check	▶ If the	organizati	on is not a section 509(a)(3) supporting o	rganization and	its gross re	eceipts are no	rmally no	t more th	nan \$25,000
				eturn is not required, but							
L	Add lines	s 5b, 6b, and 7	b, to line 9 to	determine gross receipts, i	f \$500,000 or more,	file Form 990 ınste	ad of Form 9	90-EZ	D	> \$	160,663
P	art I	Revenue	, Expen	ses, and Changes	in Net Assets	or Fund Ba	lances (See the ins	truction	s for Pa	art I)
	1			grants, and similar a						1	0
	2	Program s	ervice rev	venue including govei	rnment fees and	contracts			· L	2	111,189
	3	Membersh	nip dues a	ind assessments.					L	3	32,153
	4	Investmen	t income						<u>L</u>	4	16,371
	5a	Gross amo	ount from	sale of assets other t	han inventory		5a		0	į	
	b	Less cost	or other I	basis and sales expe	nses .		5b		0		
a	С			sale of assets other tl					<u></u>	5c	0
Ď	6	Special events	s and activitie	es (complete applicable parts			gaming, che	ck here			
Revenue	а					contributions					
Re		reported o	n line 1) .		- 1- 1- 1- 1- 1- 1- 1- 1- 1- 1- 1- 1- 1-		6a		0		
	b	Less: direc	ct expens	es other than fundrais	\$ing:ēxpenses		6b		0		
	С	Net incom	e or (loss) from sp <u>e</u> cial events	and-activities (S	Subtract line 6t	o from line	e 6a)	· ·	6c	0
	7a			ntory, Įęss returns an	d allowances		7a				
	b	Less: cost	of goods	sold 8 IIIN 9			7b				
	С) from sales of invent		e 7b from line	7a)		· 、	7c	0
	8			cribe ► MAILING					} ⊢	8	950
_	9			l lines 1, 2, 3, 4, 5c, 6						9	160,663
	10			amounts paid (attach						10	7,700
	11	•		or members					_	11 12	
enses	12			pensation, and emplo	•					13	2,625
en	13			nd other payments to ilities, and maintenan		intractors .			_	14	2,023
Expe	14 15	•	•	inities, and maintenants, postage, and shipp		•	• •	•		15	24,009
ш	16			scribe See Attac			•		_	16	77,960
	17			dd lines 10 through 16						17	112,294
	18	Excess or	(deficit) fo	or the year (Subtract	line 17 from line	9)	.	· · · · ·		18	48,369
Net Assets	19			palances at beginning					_		
\ss				eported on prior year				-		19	436,163
ž,	20			et assets or fund bala						20	0
ž	21			palances at end of ye						21	484,532
P	art II	Balance	Sheets.	If Total assets on line	e 25, column (B)	are \$1,250,00	00 or mor	e, file Form 9	990 inste	ad of F	orm 990-EZ.
		· · · · · · · · · · · · · · · · · · ·	(See t	the instructions for Pa	art II.)			(A) Begin	ning of year	·	(B) End of year
22	Cash	i, savings, a	ınd invest	ments					439,65	_	481,779
23		and buildin	_							23	
24				Prepaid Expenses)		14,45	_	18,988
25		l assets .				•			454,114		500,767
26				► See Attached St)		17,95		16,235
27	net a	issets or fu	ına balar	ices (line 27 of colum	ווו (ט) must agre	e with line 21)	I	436,16	2/	484,532

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Form **990-EZ** (2009)

For Privacy Act and Paperwork Reduction Act Notice, see the separate instructions.

AMERICAN ACADEMT OF			30-2200	/201	Page Z
Part III Statement of Program Service Acc	complishments (See the	instructions for Pa	art III.)	(D	Expenses
What is the organization's primary exempt purpose?	EDUCATION AND RESEAR	RCH IN THE FIELD	OF ADVE		red for section (3) and 501(c)(4)
Describe what was achieved in carrying out the organi					zations and section
nanner, describe the services provided, the number o	f persons benefited, and othe	er relevant informat	tion for		a)(1) trusts, optional
each program title	SCORE & CTUDENTS IN TU	T FIELD OF ADVE	DTICING	for oth	ers)
28 THE AAA IS MADE UP OF SCHOLARS, PROFES PROFESSIONAL JOURNALS & THE CONFEREI				.	
STUDIES & OFFER A FORUM OF EXCHANGE (VESOLI OF NESE	7000	.	
15.11		ack hara	··· <u>·</u>	المما	24.000
	nt includes foreign grants, ch			28a	84,692
29					
				.	
(Out to the control of the control o	at and adoption propts of	and horo	···ː··		•
(Grants \$ 0) If this amou			I	29a	0
30					
			·		
(County C	nt includes foreign grants, ch	ook horo	······	20-	0
	nt includes foreign grants, ch	leck fiele	· - -	30a	0
31 Other program services (attach schedule) .	nt includes foreign grants, ch		· • -	24-	•
				31a	94.603
32 Total program service expenses. (add lines 28a				32	84,692
Part IV List of Officers, Directors, Trustees, a	(b) Title and average	one even if not compe	nsated. (See t		(e) Expense
(a) Name and address	hours per week	(If not paid,	employee benefit	t plans &	account and
	devoted to position	enter -0)	deferred compe	nsation	other allowances
MARGIE MORRISON		_			
JNIV OF TENN KNOXVILLE TN	Hr/WK AS NEEDED	0		0	0
<u>VEI-NA LEE</u>	Title VP			_	
JNIV OF TEXAS AUSTIN TX	Hr/WK AS NEEDED	0	ļ	0	0
DEBBIE TREISE	Title SECY				
JNIV OF FLORIDA GAINSVILLE FL	Hr/WK AS NEEDED	0	ļ	이	0
HERBERT ROTFELD	Title PRES ELECT				
AUBURN UNIV AUBURN AL	Hr/WK AS NEEDED	0		0	0
PATRICIA B ROSE	Title EXEC DIR				
FLORIDA INT'L UNIV BEACHWOOD OH	Hr/WK AS NEEDED	0		0	0
ROBERT L KING	Title DIR				
JNIV OF RICHMOND RICHMOND VA	Hr/WK AS NEEDED	0		0	0
SHELLY RODGERS	Title PRES		}		
JNIV OF MISSOURI COLUMBIA MO	Hr/WK AS NEEDED	0		0	0
DEAN KRUGRAN	Title DIR				
JNIV OF GEORGIA ATHENS GA	HI/WK AS NEEDED	0		o	0
	Title				
	Hr/WK00	0		0	0
	Title				
	Hr/WK 00	0		0	0
	Title				-
	Hr/WK 00	0		0	0
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	Title	 	 	<u>`</u>	<u>_</u>
	1			0	0
	Hr/WK 00	u	I		

			Yes	No
33	Did the organization engage in any activity not previously reported to the IRS? If "Yes," attach a detailed			
	description of each activity.	33		Χ
34	Were any changes made to the organizing or governing documents? If "Yes," attach a conformed copy of			
	the changes	34		_ X
35	If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but			
	not reported on Form 990-T, attach a statement explaining why the organization did not report the income on Form 990-T			
а	Did the organization have unrelated business gross income of \$1,000 or more or was it subject to section			
	6033(e) notice, reporting, and proxy tax requirements?	35a		X
	If "Yes," has it filed a tax return on Form 990-T for this year?	35b		
36	Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N	36		Х
37 a	Enter amount of political expenditures, direct or indirect, as described in the instructions 37a	36		
	Did the organization file Form 1120-POL for this year?	37b		
	Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were	0.2		
-	any such loans made in a prior year and still outstanding at the end of the period covered by this return?	38a		X
b	If "Yes," complete Schedule L, Part II and enter the total amount involved			
39	Section 501(c)(7) organizations Enter			
а	Initiation fees and capital contributions included on line 9			
b	Gross receipts, included on line 9, for public use of club facilities	}		
40 a	Section 501(c)(3) organizations Enter amount of tax imposed on the organization during the year under:			
	section 4911 ►			
b	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit			ı
	transaction during the year or is it aware that it engaged in an excess benefit transaction with a disqualified	ĺ		ı
	person in a prior year, and that the transaction has not been reported on any of the organization's prior	i		ı
	Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I	40b		X
С	Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on			
	organization managers or disqualified persons during the year under sections 4912,			
A	4955, and 4958			
u	reimbursed by the organization			
е	All organizations At any time during the tax year, was the organization a party to a prohibited tax shelter			
	transaction? If "Yes," complete Form 8886-T	40e		Х
41	List the states with which a copy of this return is filed			
42 a	The organization's books are in care of ▶ PATRICIA B ROSE Telephone no. ▶	786-3	39-333	3
	Located at ► 24710 SHAKER BLVD City BEACHWOOD ST OH ZIP + 4 ► 441			
b	At any time during the calendar year, did the organization have an interest in or a signature or other authority			
-	over a financial account in a foreign country (such as a bank account, securities account, or other financial	!	Yes	No
	account)?	42b		X
	If "Yes," enter the name of the foreign country			
	See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank			
	and Financial Accounts.			لـــــــــــــــــــــــــــــــــــــ
С	At any time during the calendar year, did the organization maintain an office outside of the U.S?	42c		Х
	If "Yes," enter the name of the foreign country.			
43	Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041—Check here		٠	▶ ∐
	and enter the amount of tax-exempt interest received or accrued during the tax year			
			Yes	No
44	Did the organization maintain any donor advised funds? If "Yes," Form 990 must be completed instead of	44		
45	Form 990-EZ	44	 	X
45	Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? If "Yes," Form 990 must be completed instead of Form 990-EZ	45		X
	165, 1 onn 330 must be completed instead of 1 onn 330-E2		90-EZ	

May the IRS discuss this return with the preparer shown above? See instructions . . .

and and all as for public office? If "Yes," complete Schedule C, Part I. 46 X 47 Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II. 48 Is the organization as chool as described in section 170(b)(1)(A)(B)? If "Yes," complete Schedule E. 48 X 49 a Did the organization as described in section 170(b)(1)(A)(B)? If "Yes," complete Schedule E. 48 X 49 a Did the organization as described in section 170(b)(1)(A)(B)? If "Yes," complete Schedule E. 48 X 49 a Did the organization as except non-charitable related organization? 49 b If "Yes," was the related organization or section 527 organization? 50 Complete this table for the organization's five highest compensated employees (other than officer, directors, tuteless and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None" (a) Name and address of each employee paid more than \$100,000 of compensation of the section 170 organization. If there is none, enter "None" (b) Tidls and sverage house per which the section 170 organization organization. If there is none, enter "None" (c) ST 2IP HMWK 00 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Form 990	-EZ (2009) AMERICAN ACADEMY OF AD					-22392		Page 4
acandidates for public office? If "Yes," complete Schedule C, Part II 47 Did the organization engage in lobbying activities? If "Yes," complete Schedule E 48 X 48 Is the organization as school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E 48 X 49 a Did the organization make any transfers to an exempt non-charitable related organization? 49 Is 11 "Yes," was the related organization as excition 527 organization? 49 Is 11 "Yes," was the related organization as excition 527 organization? 49 Is 11 "Yes," was the related organization in Section 527 organization? 49 Is 11 "Yes," was the related organization as except non-charitable related organization. If there is incone, enter "None "	Part \	501(c)(3) organizations and section 494	17(a)(1) nonexempt	nonex charita	empt charitable able trusts must a	trusts only. All sanswer questions	section 46–49	า 9b 	
47 Dut the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II 47 X 48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E. 48 Is the organization as chool as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E. 49 a Did the organization as chool as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E. 49 a Did the organization as chool as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E. 49 a X 49 a Did the organization as chool as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E. 49 a Did the organization as chool as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E. 49 a Did the organization as chool as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E. 49 a Did the organization as chool as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E. 49 a Did the organization as chool as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E. 49 a Did the organization as chool as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E. 49 a Did the organization as chool as described in section 170(b)(I)(A)(ii)? If "Yes," complete Schedule E. 49 a Did the organization as chool as exempted employees (other than officers, directors, trustees and key employees) who each received more than 100,000 to provide the section of employees and more than 100,000 to provide the section of employees and more than 100,000 to provide than 100	46 [Old the organization engage in direct or indirect p	olitical campaign activ	ities or	n behalf of or in op	position to		Yes	No
Set the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E. 48		·							
49 a Dd the organization make any transfers to an exempt non-charitable related organization? 49 b If "Yes," was the related organization a section 527 organization? Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None" (a) Name and address of each employee paid more than \$100,000 of compensation from the organization. If there is none, enter "None" (b) First and everage (c) Compensation from the organization of the paid of the adversariation of the paid of the adversariation of the paid of the adversariation of the adversar									
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employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None" (a) Name and address of each employee paid more than \$100,000 of compensation from the organization. If there is none, enter "None" (b) Compensation (c) Compensation from the organization of the paster of the organization of the paster of the organization of the paster of the paster of the organization of the paster of the paste		•	_						L
(a) Name and address of each employee paid more than \$100,000 Str. Title O O O O O O O O O			00 of compensation fr	om the	organization. If th	ere is none, enter "	None '	•	
Name St ZIP Hr/WK Q0 Q Q Q Q Q Q Q Q			hours per week		(c) Compensation	employee benefit plans &	à	count ar	nd
Name Str. ZIP HMWK 00 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Name 1	None Str	Title						
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Total number of other employees paid over \$100,000 . Total number of other employees paid over \$100,000 .								-	
f Total number of other employees paid over \$100,000			1	00	c	l o			0
Name None Str ZIP Name Str ZIP Date Macch 18, LOIO Preparer's Signature of officer Herbert Tack Raffeld Treasurer Nach 18, LOIO Preparer's Signature Preparer's Signature (or yours signature Firm's name (or yours signature proposed signature proposed signature Firm's name (or yours signature proposed signature propos									
City ST ZIP Name Str City ST ZIP Date Signature of officer Her bert Tack Reference Type or pnn name and title Paid Preparer's signature Preparer's signature Preparer's signature Preparer's signature Preparer's Firm's name (or yours frank). Reinschreiber, CPA			r paid more than \$100,000		(b) Ty	e of service	(c) Co	mpensati	ion
Name Str City ST ZIP d Total number of other independent contractors each receiving over \$100,000 Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is tryle, correct, and complete Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge Sign Here Paid Preparer's Signature of officer Type or print name and title Preparer's signature Firm's name (or yours fiself-employed) Freparer's Firm's name (or yours fiself-employed) Freparer's Firm's name (or yours fiself-employed) Freparer's fiself-employed Firm's name (or yours fiself-employed) Freparer's Firm's name (or yours fiself-employed)			ZIP						
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City ST ZIP Name Str. City ST ZIP Name Str. City ST ZIP d Total number of other independent contractors each receiving over \$100,000 Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge Sign Here Paid Preparer's Signature of officer Type or print name and title Preparer's Signature Preparer's Signature Preparer's Signature Preparer's Signature Firm's name (or yours feeling employed) Frank I. Reinschreiber, CPA EIN			ZIP						
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Total number of other independent contractors each receiving over \$100,000 Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge Sign Here Preparer's Signature of officer Type or print name and title Preparer's Signature Preparer's Signature Preparer's Signature Preparer's Signature Firm's name (or yours first-feld)			ZIF						
Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge. Signature of officer Herbert Tack Rateld Treasurer Paid Preparer's Signature Preparer's Signature Preparer's Signature Preparer's Signature Preparer's identifying number (See Instructions) Frank I. Reinschreiber, CPA EIN			ZIP						
and belief, it is true, correct, and complete Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge Signature of officer	ď	Total number of other independent contractors ea	ach receiving over \$10	0,000	•				
Type or print name and title Paid Preparer's signature Preparer's signature Preparer's Firm's name (or yours Frank Reinschreiber, CPA Frank Reinschreiber, CPA Date Check if Preparer's identifying number (See instructions) Preparer's Preparer	Sign Here	and belief, it is true, correct, and complete Declaration of Signature of officer	d this return, including accom of preparer (other than officer)	panying is based	schedules and statemen d on all information of wh	Date	owledge		
Paid Preparer's signature Preparer's signature Firm's name (or yours Iself-employed) Frank Reinschreiber, CPA Date 2/13/2010 Check if self-employed 2/13/2010 Frank Reinschreiber, CPA EIN Preparer's identifying number (See instructions)		· · · · · · · · · · · · · · · · · · ·	Treasurer			March 18,	201	<u> </u>	
Paid Preparer's Signature Preparer's Firm's name (or yours If self-employed) Frank/I. Reinschreiber, CPA EIN Frank/I. Reinschreiber, CPA			<u> </u>	Date	Check if	Bronnedo (dosti	funa su-	her (5 '-	
Preparer's Firm's name (or yours It self-employed).	Paid				self-	[Y] D00000500	iyirig num	nai (299 (U	structions)
Use Only If self-employed).	•	Pr's Firm's name (or yours Frank) Reinschreibe	er CPA	<u> </u>	5720 TO Temployed	1 0020000			
	Use On	IV I il sell-employed).		3		Phone no ► 630 8	08 688	32	

► X Yes [

No

Form **990-EZ** (2009)

SCHEDULE A (Form 990 or 990-EZ)

Public Charity Status and Public Support

OMB No 1545-0047

Department of the Treasury Internal Revenue Service

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

▶ Attach to Form 990 or Form 990-EZ.

► See separate instructions.

Open to Public Inspection

		organization							Employer	dentificat		er	
			OF ADVERTIS					-			239287		
Par				harity Status (All or						<u>istructio</u>	ns		
The o	rgar		· ·	ation because it is (Forches, or association of		_).			
2		A school des	scribed in sectio	on 170(b)(1)(A)(ii). (Ai	ttach Sche	edule E)							
3		A hospital or	a cooperative h	hospital service organi	zation de	scribed in	section	170(b)(1)	(A)(iii).				
4			search organiza me, city, and st	ation operated in conju ate	unction wi	th a hospi	tal descri	bed in se	ction 170	(b)(1)(A)	(iii). Ent	er the	
5				r the benefit of a colleg (Complete Part II)	ge or univ	ersity owr	ned or ope	erated by	a governi	mental ur	nit descr	ibed	
6		A federal, sta	ate, or local gov	ernment or governme	ntal unit d	escribed	n sectio r	170(b)(I)(A)(v).				
7		-		ly receives a substanti (1)(A)(vi). (Complete	•	its suppor	t from a g	jovernme	ntal unit c	r from the	e genera	al publ	IC
8	П	A community	trust described	d in section 170(b)(1)	(A)(vi). (C	omplete F	Part II.)						
9	X	receipts from support from	n activities relate i gross investme	ly receives: (1) more the double to its exempt function on the income and unrelated after June 30, 1975.	ons—subj ted busine	ect to cer ess taxabl	tain exce _l e ıncome	otions, an (less sec	d (2) no nation 511 t	nore than	1 33 1/3	% of it	
10		An organizat	tion organized a	and operated exclusive	ely to test	for public	safety. Se	ee sectio	n 509(a)(4).			
11 e f g	purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2) See section 509(a)(3). Check the box that describes the type of supporting organization and complete lines 11e through 11h a Type I b Type II c Type III—Functionally integrated d Type III—Other By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box.												
			•	or indirectly controls, verning body of the su		-		persons o	aescribea	in (ii)	11g(i)	Yes	No
		•		person described in (i		-					11g(ii)		
				ty of a person describe						•	11g(iii)		
<u>h</u>				ation about the suppo	rted organ	nization(s)	•						
(1)		of supported anization	(ii) EIN	(iii) Type of organization (described on lines 1–9 above or IRC section (see instructions))	in col (i) li	organization sted in your document?	col (i)	ou notify nization in of your port?	organizat (i) organi	s the non in coluced zed in the S?		Amount support	t of
					Yes	No	Yes	No	Yes	No			
													^
											 		0
								_					0
													0
										_			0
											<u> </u>		0
Total													0

Par	(Complete only if you checked t				(1)(A)(IV) and 	170(b)(1)(A)((VI)
	ion A. Public Support			-	··-		
Cale	ndar year (or fiscal year beginning in) 🕨	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
1	Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants")	0	0				0
2	Tax revenues levied for the organization's benefit and either paid to or expended on its behalf	0	0				0
3	The value of services or facilities furnished by a governmental unit to the organization without charge	0	0				0
5	Total. Add lines 1 through 3 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)	0	0	0	O	0	0
6	Public support. Subtract line 5 from line 4						0
	tion B. Total Support	(-) 200F	(h) 2000	(-) 2007	(4) 2000	(=) 2000	(f) Total
Cale	endar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
7 8	Amounts from line 4	0	0	0	0	0	0
9	Net income from unrelated business activities, whether or not the business is regularly carried on Other income Do not include gain or	0	0				0
	loss from the sale of capital assets (Explain in Part IV)	0	0				0
11	Total support. Add lines 7 through 10				·	12	
12 13 Sect	Gross receipts from related activities, etc. (s First five years. If the Form 990 is for the or organization, check this box and stop here tion C. Computation of Public Support	rganization's fir	st, second, thu	d, fourth, or fit		section 501(c	. ▶ 🗌
14			ed by line 11, o	column (f)) .		14	0 00%
15	Public support percentage from 2008 Sched				[15	0 00%
16a	33 1/3% support test–2009. If the organiza and stop here. The organization qualifies as	tion did not che	ck the box on		ne 14 is 33 1/3%		ck this box
b 17a	33 1/3% support test–2008. If the organization and stop here. The organization qualification from the state of the organization meets the "facts-and-circumstances" the organization meets the organization meets the "facts-and-circumstances" the organization meets the organizati	es as a publicly If the organizat facts-and-circur nstances" test	supported orgon did not che mstances" test The organizati	anization eck a box on lii , check this bo on qualifies as	ne 13, 16a, or 1 ox and stop her s a publicly sup	 16b, and line 14 re. Explain in P ported organiza	. ▶
b	10%-facts-and-circumstances test–2008. or more, and if the organization meets the "facts-and-circumstances" the organization meets the "facts-and-circumstances" and the organization meets the organization meets the organization meets the "facts-and-circumstances" and the organization meets the organization meets the "facts-and-circumstances" and the organization meets the organization meets the "facts-and-circumstances" and the organization meets the	facts-and-circur nstances" test.	nstances" test The organizati	, check this bo on qualifies as	x and stop her s a publicly sup	e. Explain in F ported organiza	art IV how
18	Private foundation. If the organization did not ch	eck a box on line	13, 16a, 16b, 1	7a ,or 17b, chec	k this box and se	e instructions	▶ []

Support Schedule for Organizations Described in Section 509(a)(2)
(Complete only if you checked the box on line 9 of Part I.)

	(Complete only if you checked the	ie box on line	9 of Parti				
	tion A. Public Support endar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
Care	·	(a) 2005	(b) 2006	(6) 2007	(u) 2006	(e) 2009	(i) Iolai
1	Gifts, grants, contributions, and						
	membership fees received (Do not	45.077	25.404	00.000	00 000	20.450	4.40.000
	ınclude any "unusual grants ")	15,377	35,194	26,986	32,383	32,153	142,093
2	Gross receipts from admissions, merchandise						
	sold or services performed, or facilities furnished		l				
	ın any activity that is related to the	74.470	70.40-	00.400	107.010	444 400	450.000
•	organization's tax-exempt purpose	71,179	70,127	93,489	107,616	111,189	453,600
3	Gross receipts from activities that are not an		I				
4	unrelated trade or business under section 513 Tax revenues levied for the organization's						
7	benefit and either paid to or expended on						
	its behalf	ol	ol				C
5	The value of services or facilities		·				
	furnished by a governmental unit to the						
	organization without charge	0	0				
6	Total. Add lines 1 through 5	86,556	105,321	120,475	139,999	143,342	595,693
7a	Amounts included on lines 1, 2, and 3	1					,
	received from disqualified persons						
b	Amounts included on lines 2 and 3 received						
	from other than disqualified persons that						
	exceed the greater of \$5,000 or 1% of the					İ	
	amount on line 13 for the year				_		
-	Add lines 7a and 7b	0	0	0	0	0	
8	Public support (Subtract line 7c from					1	E05 603
Sac	line 6.)						595,693
	endar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
	• • • • •						
9	Amounts from line 6	86,556	105,321	120,475	139,999	143,342	595,693
iva	Gross income from interest, dividends, payments received on securities loans,	;					
	rents, royalties and income from similar						
	sources	8,170	8,818	15, <u>151</u>	15,319	15,978	63,436
b	Unrelated business taxable income (less						,
	section 511 taxes) from businesses						
	acquired after June 30, 1975						(
	Add lines 10a and 10b	8,170	8,818	15,151	15,319	15,978	63,436
11	Net income from unrelated business		Ī				
	activities not included in line 10b,						
	whether or not the business is regularly carried on		i			1	(
12	Other income Do not include gain or					-	<u></u> `
	loss from the sale of capital assets						
	(Explain in Part IV)	0	0	475	1,049	950	2,474
13	Total support. (Add lines 9, 10c, 11,						
	and 12)	94,726	114,139	136,101	156,367	160,270	661,603
14	First five years. If the Form 990 is for the org		t, second, third	l, fourth, or fifth	tax year as a	section 501(c)(⁽³⁾
	organization, check this box and stop here.						. ▶ ∟
	tion C. Computation of Public Support			.			
15	Public support percentage for 2009 (line 8, co		•			15	90.04%
16	Public support percentage from 2008 Schedu			<u> </u>	<u> </u>	16	90.76%
	tion D. Computation of Investment Inco			- 40 "	<u> </u>	47	0.500/
17	Investment income percentage for 2009 (line					17	9.59% 8 99%
18 19a	Investment income percentage from 2008 Sci 33 1/3% support tests–2009. If the organization						
ıJd	not more than 33 1/3%, check this box and st						
h	33 1/3% support tests-2008. If the organization di						[/
	line 18 is not more than 33 1/3%, check this box an						. ▶ 🖺
20		•	•				. ⊾⊤

Schedule A (Form 9	990 or 990-EZ) 2009	AMERICAN	ACADE	MY OF A	ADVERTISING	3	_	38-2239287	Page 4
Part IV.	Supplemental	Information	. Comp	lete this	part to provi	ide the explanati	ions required	by Part II, line 1	10,
	Part II, line 17a	or 17b, and	Part III,	line 12.	Provide any	other additional	I information.	See instruction	s
•									
						. 			
			-			,			

Part I. Line 8 (990-FZ) - Other Revenue

Part I, Line 8 (990-EZ)	- Other Revenue	Ş	950
	Description	Amount	
1 MAILING LIST		1 9	950
2		2	
3		3	
4		4	
5		5	
6		6	
7		7	
8	- Tanking (1997)	8	
9		9	
10		10	

Par	t I, Line 10 (990-EZ) - C	Part I, Line 10 (990-EZ) - Grants and Similar Amounts Paid	ounts Pai	þ				
	Class of activity	Grantee's name	Check (X) if grantee is a business	Address	AIO	State	epoo al Z	Foreign Country
-	Research Grant						-	
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	, Date received						
	Method used to determine FMV						
0	Fair market value						
	How book value determined						
0	Book value						
	Description of the property Purpose of payment to affiliate Book value						
:	Description of the property						
	Relationship						
7,700	Amount of cash grant	7,700					

Part I, Line 16 (990-	EZ) - Other Expenses	77,960
1 Travel		5,809
2 Meals and entertainme	nt	
3 Fundraising		
4 Amortization	<u> </u>	0
5 Conferences, convention	ons, and meetings	56,135
6 Depreciation .		0
7 Depletion		
8 Equipment rental and r	naintenance	
9 Interest		
10 Supplies		
11 Telephone .		
12 Unrelated business inc	ome taxes	0
13 Proceedings Printing/M	lailing/Misc 13	
14 Bank Fees	14	1,417
15 Plaques/Certificates/Ci		3,048
16 ACEJMC Accreditation	16	1,500
17 Insurance	17	900
18 Executive & Committee	Expenses18	7,429
19 Misc Office	19	1,722
20	20	
21	21	
22	22	
23	23	
24	24	
25	25	
26	26	
27	27	
28	28	- <u>.</u>
29	29	

Part II. Line 24 (990-EZ) - Other Assets

Part II, Line 24 (990-EZ) - Other Assets		14,456	18,988
	Description	Beginning	End
1_	Prepaid Expenses	14,456	18,988
2			
3			
4			
5			
6			
7			
8			
9			
10			

Part II Line 26 (990-F7) - Liabilities

Pa	rt II, Line 26 (990-EZ) - Liabilities	17,951	16,235
	Description	Beginning	End
1	Accounts Payable	746	885
2	Deferred Research Grant	7,625	15,350
3	Unearned Membership Dues	8,080	
4	Unearned Advertising Revenue	1,500	
5			
6			
7			
8			
9			
10			