

# THE PRAIRIE



Dear Valued Member,

PPAChicago's **The Prairie** is a great opportunity for you to reach out to industry leaders throughout Illinois at a very reasonable cost! Our newly redesigned publication, in an exciting magazine format with more features, more content and more graphic appeal, has received rave reviews.

Attached you will find information on advertising in our newsletter, as well as our website. Advertising in **The Prairie** is an exclusive benefit of PPAChicago membership; your competitors who are not members of the association cannot advertise with us and will miss the opportunity to reach distributors in the important Chicagoland and Illinois marketplace. Our advertising rates are extremely reasonable making advertising in **The Prairie** easier on your budget!

We appreciate your past support and look forward to your future participation.

Best Regards,

Jen Mendoza  
Executive Director, PPAChicago



Annually, **The Prairie** will be distributed 12 times – first week of every month – in an electronic format.

## ADVERTISING REQUIREMENTS

### Acceptable Ad Material:

- Ads must be properly sized to one of the Standard Advertising Units.
- Ads must be submitted by e-mail; please compress files or use Dropbox, etc.
- Ads can be in an unlimited number of spot colors or four color process.
- All fonts must be converted to outlines and all images embedded within the file.
- PPACHicago reserves the right to reject any advertisement (newsletter ad, banner ad, email blast, etc.) that the Board of Directors determines is not in PPACHicago's best interests to publish.

## BANNER ADS

Banner ads should be created in horizontal orientation, 728 pixels wide x 90pixels high, and emailed as a high resolution JPG file.

All newsletter and banner ads should be emailed to: [staff@ppachicago.org](mailto:staff@ppachicago.org)

## CONTENT

<i>Issue</i>	<i>Theme</i>
January/February	PPACHicago NPI Show Registration
March/April	NPI Show Recap / Promotional Products Work! Week Activities
May/June	Spring Event Registration / Charity Golf Outing Registration
July/August	Golf Outing Recap / End of Summer Event Registration
September/October	Charity Walk
November/December	Winter Fest Registration / Volunteer, Board, and Scholarship Winner Recognition

Newsletters will include profiles of industry companies and people, industry news and happenings, and other features and articles relevant to PPACHicago, the industry and our members.

# THE PRAIRIE



## SCHEDULES

Issue:	Order Deadline:	Publication Date ( <i>approximate</i> ):
January	Last week of December	1 <sup>st</sup> week of January
February	Last week of January	1 <sup>st</sup> week of February
March	Last week of February	1 <sup>st</sup> week of March
April	Last week of March	1 <sup>st</sup> week of April
May	Last week of April	1 <sup>st</sup> week of May
June	Last week of May	1 <sup>st</sup> week of June
July	Last week of June	1 <sup>st</sup> week of July
August	Last week of July	1 <sup>st</sup> week of August
September	Last week of August	1 <sup>st</sup> week of September
October	Last week of September	1 <sup>st</sup> week of October
November	Last week of October	1 <sup>st</sup> week of November
December	Last week of November	1 <sup>st</sup> week of December

## Advertising Rates

### **Electronic Newsletter Advertisements:**

Two page advertisements spread black and white or full color  
*2 x 8 ½" x 11", vertical orientation* \$150.00 per issue

Full page advertisement, black and white or full color  
*8 ½" x 11", vertical orientation* \$120.00 per issue

Half page advertisement, black and white or full color  
*8 ½" x 5 ½" (horizontal) OR 4 ¼" x 11" (vertical)* \$75.00 per issue

### **Website Banner Ads:**

Banner ad on the home page for one month with hotlink  
to any website or your choice. \$100.00 per month

### **Email Blasts:**

Email distribution of your advertisement to all distributor  
contact names in our database. \$60.00 for one "blast"  
\$180.00 for four "blasts"

# THE PRAIRIE



## Advertising Packages

### ***Platinum Package:***

12 two page ad spreads	Value:	\$1,800.00	
12 months of banner ads on PPACHicago website		<u>\$1,200.00</u>	
	TOTAL VALUE	\$3,000.00	
	<b>PACKAGE PRICE</b>	<b>\$2,350.00</b>	<b>save over 20%!</b>

### ***Gold Package:***

12 full page newsletter ads	Value:	\$1,440.00	
12 months of banner ads on PPACHicago website		<u>\$1,200.00</u>	
	TOTAL VALUE	\$2,640.00	
	<b>PACKAGE PRICE</b>	<b>\$2,200.00</b>	<b>save over 15%</b>

### ***Silver Package:***

12 half page newsletter ads	Value:	\$ 900.00	
12 months of banner ads on PPACHicago website		<u>\$1,200.00</u>	
	TOTAL VALUE	\$2,100.00	
	<b>PACKAGE PRICE</b>	<b>\$1,785.00</b>	<b>save 15%</b>

### ***Bronze Package:***

6 full page newsletter ads	Value:	\$ 720.00	
6 half page newsletter ads		\$ 450.00	
6 months of banner ads on PPACHicago website		<u>\$ 600.00</u>	
	TOTAL VALUE	\$1,770.00	
	<b>PACKAGE PRICE</b>	<b>\$1,500.00</b>	<b>save over 15%</b>

*For all packages: the months and times the banner ads will be posted will be at the sole discretion of PPACHicago. We will do our best to meet any requests you have for when the ads are posted but cannot guarantee to do so.*

# THE PRAIRIE



## Advertising Order Form

Supplier Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Security Code: \_\_\_\_\_

### **Advertising Packages:**

____ Platinum - \$2,350	____ Gold - \$2,200	____ Silver - \$1,785	____ Bronze - \$1,500
12 two page ad spreads	12 full page newsletter ads	12 half page newsletter ads	6 full page ads
12 months of banner ads	12 months of banner ads	12 months of banner ads	6 half page ads
			6 months of banner ads

#### **Individual Items:**

##### January Issue

\_\_\_\_ Two Page Spread @ \$150  
\_\_\_\_ Full Page @ \$120  
\_\_\_\_ ½ Page @ \$75

##### February Issue

\_\_\_\_ Two Page Spread @ \$150  
\_\_\_\_ Full Page @ \$120  
\_\_\_\_ ½ Page @ \$75

##### March Issue

\_\_\_\_ Two Page Spread @ \$150  
\_\_\_\_ Full Page @ \$120  
\_\_\_\_ ½ Page @ \$75

##### April Issue

\_\_\_\_ Two Page Spread @ \$150  
\_\_\_\_ Full Page @ \$120  
\_\_\_\_ ½ Page @ \$75

##### May Issue

\_\_\_\_ Two Page Spread @ \$150  
\_\_\_\_ Full Page @ \$120  
\_\_\_\_ ½ Page @ \$75

##### June Issue

\_\_\_\_ Two Page Spread @ \$150  
\_\_\_\_ Full Page @ \$120  
\_\_\_\_ ½ Page @ \$75

##### July Issue

\_\_\_\_ Two Page Spread @ \$150  
\_\_\_\_ Full Page @ \$120  
\_\_\_\_ ½ Page @ \$75

##### August Issue

\_\_\_\_ Two Page Spread @ \$150  
\_\_\_\_ Full Page @ \$120  
\_\_\_\_ ½ Page @ \$75

##### September Issue

\_\_\_\_ Two Page Spread @ \$150  
\_\_\_\_ Full Page @ \$120  
\_\_\_\_ ½ Page @ \$75

##### October Issue

\_\_\_\_ Two Page Spread @ \$150  
\_\_\_\_ Full Page @ \$120  
\_\_\_\_ ½ Page @ \$75

##### November Issue

\_\_\_\_ Two Page Spread @ \$150  
\_\_\_\_ Full Page @ \$120  
\_\_\_\_ ½ Page @ \$75

##### December Issue

\_\_\_\_ Two Page Spread @ \$150  
\_\_\_\_ Full Page @ \$120  
\_\_\_\_ ½ Page @ \$75

# THE PRAIRIE



## Website Banner Ads:

# of Months \_\_\_\_\_ @ \$100 per month = \$ \_\_\_\_\_

Months Desired: \_\_\_\_\_

## Email Blasts:

\_\_\_\_\_ One (1) email blast @ \$60

\_\_\_\_\_ Four (4) email blasts @ \$180

Months Desired: \_\_\_\_\_

### Advertising Costs:

Total Cost, All Items: \$ \_\_\_\_\_

5% Discount, if applicable \$ \_\_\_\_\_

*Choose 3 or more individual items and deduct 5% from the total cost. All items must be paid upon submission of this agreement to receive the discount.*

**Amount to be Charged:** \$ \_\_\_\_\_