



# Exclusive Marketing Advantage



**Keep pace with your competitors by advertising in PIA/SD's monthly newsletter, the *Messenger*!**

- ✓ distributed to more than 500 printing & graphic arts professionals in San Diego
- ✓ ideal local trade resource to promote products, services and create brand recognition
- ✓ your customers will continuously be reminded of your company, logo and services
- ✓ the best advertising prices and value for our highly targeted recipients

## ARE THE BEST VALUE

**OUR RATES**

- ✓ One full year of exposure for as little as \$40 per month\*!
- ✓ Digital issues allow you to change your message to coincide with timely events, sales and news
- ✓ Each issue directly reaches business owners and sales reps of over 200 PIA/SD member companies
- ✓ One process CMYK color of your choice is included in the base rate - additional colors are only \$50 each

Reservations are available now through October 15th for 12 months of advertising. Space is limited!

Member Pricing Per Year				
	1/c	2/c	3/c	4/c
2 inch . . . . .	\$450*	\$500	\$550	\$600
3 inch . . . . .	\$650	\$700	\$750	\$800
4 inch . . . . .	\$875	\$925	\$975	\$1025

Above pricing is for PIA/SD members only - non members please contact Caroline for rates at (858) 571-6555 or [caroline@piasd.org](mailto:caroline@piasd.org)

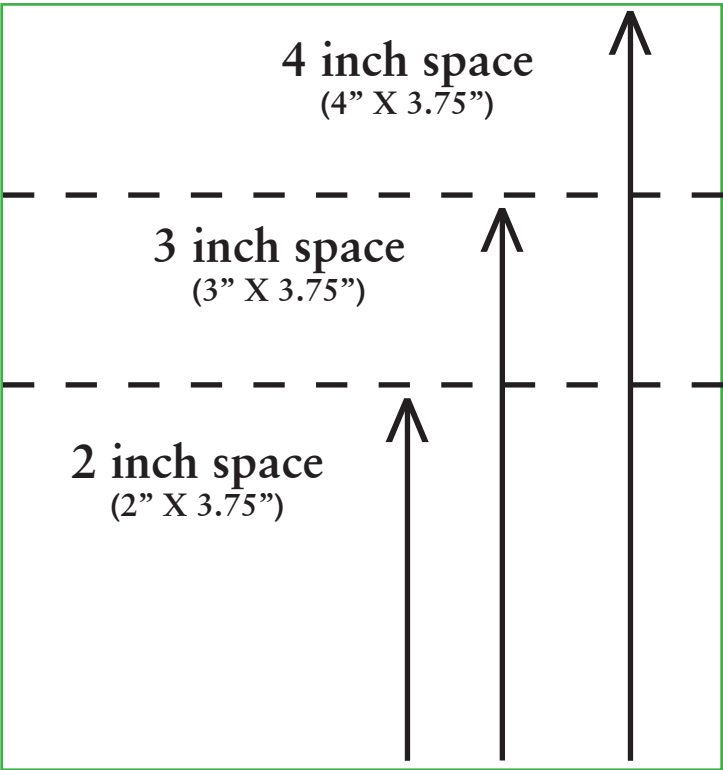
### Important Deadline

Last day to reserve space and submit artwork:

**Friday, October 15, 2010**

**5 pm**

\*First issue of new advertising: November 2010





## CONTRACT

### Please complete the following information

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

Contract Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Artwork Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### Please read these specifications carefully:

- Space is available on a first-come, first-served basis
- One process color is included, additional process colors are \$50 each (no PMS colors - process only)
- The advertising year will run from November 2010 - October 2011 (timing may be adjusted to include additional months at no charge)
- Price is based on customer supplying assembled electronic files - PDF preferred
- Any requested artwork revisions will be billed (minimum \$25, call PIA/SD for more details)
- Each ad **must not** include a border for placement purposes - a border will be added in the layout
- Deadline for reserving ad space and submitting artwork is 5 pm on Friday, October 15, 2010
- Submission of artwork is the responsibility of the advertiser. If artwork is not received by the deadline, the client is liable for the cost of the contracted space and the space will be allocated at the discretion of the publisher. Materials will be returned to the advertiser only upon request.

I have read, understand, and agree to the specs and regulations of the PIA/SD Annual Advertising contract for the *Messenger*.

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

### Expand Exposure

**Want to expand reach even further?**

**Call NOW to discuss rates for:**

- Bulletin Board (e-newsletter)
  - PIA/SD Website
  - combination rates

**Questions?** Contact Caroline at PIA/SD  
858.571.6555 / caroline@piasd.org

**Fax to: (858)571-7935**



**PIA|SD**

Mail with payment to PIA San Diego:  
3914 Murphy Canyon Road, Suite A157  
San Diego, CA 92123

### Reserve my display ad in the *Messenger*

Desired Ad Size:

2 inch space     3 inch space     4 inch space

Check all colors you wish to include in your ad:

Cyan     Magenta     Yellow     Black

Payment enclosed

Please bill me

Please charge my credit card

Amount \$ \_\_\_\_\_

MC     VISA     AMEX

# \_\_\_\_\_ exp date \_\_\_\_\_

Print Name \_\_\_\_\_

Signature \_\_\_\_\_