



# Bundled Advertising

Replacing our former annual advertising plan for the PPRA newsletter, in 2018 we are offering bundled advertising to get the most value for your advertising dollar by having placement in:

- *PPRA Connections*, our eNewsletter distributed to members and prospective members of all three PPRA associations
- *AEMA Emulsion Notes*, *ARRA Recycling Report*, and *ISSA Surfacing Today* eBriefs, distributed to members of each of the named associations
- Website Banner ads on any of the individual association websites

You may also supplement bundles with additional a la carte purchases, or opt to advertise at specific times via single insertions. Year-round coverage of all publications can be achieved via contracting for two Gold bundles.

LEVEL	BUNDLE	SINGLE INSERTION
<b>GOLD</b> Bundle	\$ 4,000	(\$1,250 savings)
<b>SILVER</b> Bundle	\$ 2,500	(\$750 savings)
<i>PPRA CONNECTIONS</i>		\$ 750
ASSOCIATION EBRIEF		\$ 500
WEBSITE BANNER AD (3 months)		\$ 750

ADVERTISEMENT	GOLD BUNDLE includes:	SILVER BUNDLE includes:
<i>PPRA Connections</i>	3 issues	2 issues
Association eBriefs	3 issues	2 issues
Website Banner Ad	6 months	3 months
Event Program Book Advertisements	Association Partners ONLY	Association Partners ONLY
Website Partner Ad <i>Logo with link to partner website</i>	Association Partners ONLY	Association Partners ONLY

# Advertising Specifications

Ads should be submitted in JPEG (preferred) or PNG format in sizes indicated below for each publication or website. A URL for link should be provided with each ad and may be coded with analytics if desired.

## PPRA Connections

Published 6 times per year, every other month beginning in January

Ad Size = 200x200 pixels

Includes link to company website

May code to include own analytics if desired

Maximum of 6 ads per issue, down right side of eNewsletter. Issue placement is on a first-come, first-served basis. PPRA may suggest alternate issue placement if a single issue has reached capacity.

## Association eBriefs

Published 6 times per year, in PPRA Connections off months

Ad Size = 600x90 pixels

Includes link to company website

May code to include own analytics if desired

Maximum of 2 Ads per issue, at top and bottom of eBrief. Issue placement is on a first-come, first-served basis. AEMA, ARRA or ISSA may suggest alternate issue placement if a single issue has reached capacity.

## Website Banner Ads

Ad Size = 750x113 pixels (same proportion as eBrief)

Includes link to company website

May code to include own analytics if desired

Banner Ads rotate on each site with other advertisers.

SEE EXAMPLES FOR PLACEMENT >

