



# Exclusive Marketing Advantage

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

Research shows 85% of consumers review their daily mail, and 86% prefer to read their news in print as opposed to online or mobile device - print advertising is a good investment!

- ✓ Ideal resource to promote products, services and create brand recognition
- ✓ The print industry will continuously be reminded of your company, logo and services
- ✓ **NEW THIS YEAR:** option to personalize your display ad for greater ROI!
- ✓ **NEW THIS YEAR:** QR Code Classified section!



## ARE THE BEST VALUE

OUR RATES

- ✓ One full year of exposure for as little as \$42 per month\*!
- ✓ Digital issues allow you to personalize & adjust your message to promote timely events, sales and news
- ✓ QR Codes are a great way to drive people to your website for only \$95 per year!
- ✓ Each personalized issue directly reaches over 500 business owners and sales reps in San Diego

Space reservations are available now through Oct. 14 for a full year of advertising. Space is limited!

## Member Pricing Per Year

### Display Ads

	2/c	4/c
2 inch . . . . .	\$500 • . . .	\$600
3 inch . . . . .	\$700 . . . . .	\$800
4 inch . . . . .	\$925 . . . . .	\$1025



### QR Classified - \$95

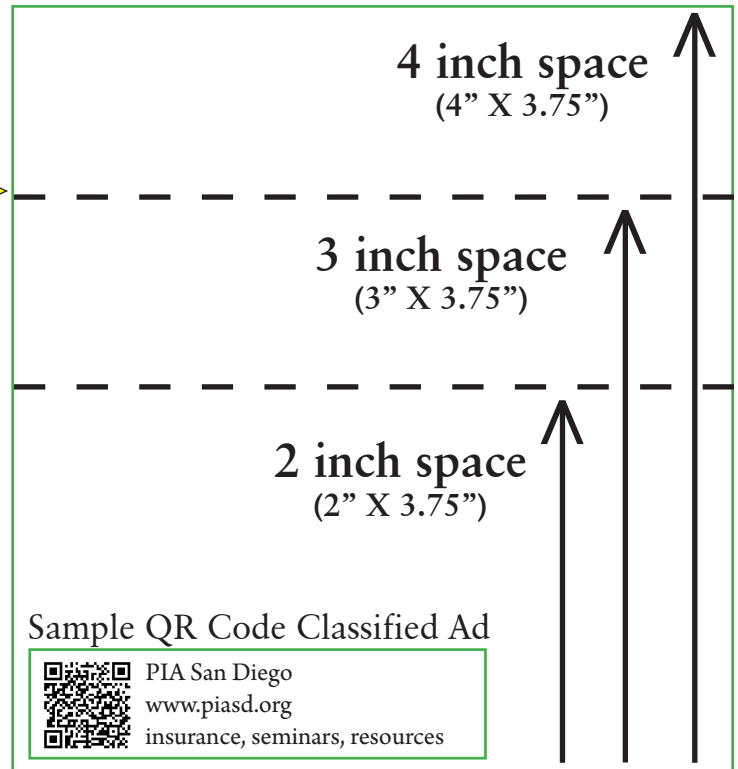
**Includes:** 1/2 inch QR Code, company name, website, and up to 3 specialties listed

Last day to reserve space and submit artwork:

**Friday, Oct. 14, 2011 @ 5 pm**

*\*First issue of new advertising: November 2011*

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)



Contract on Reverse





## CONTRACT

### Please complete the following information

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

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

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

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

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

### Please read these specifications carefully:

- The advertising year will run from November 2011 - October 2012, with a guarantee of 10 issues per year.
- Display ads **must not** include a border for placement purposes - a border will be added in the layout.
- Display ads run in three sizes (2 inch, 3 inch, 4 inch) in either 2 color or 4 color format. Call for full page ad rates.
- Display ads can include a maximum of 2 variables (\$50 each for first name and/or company name only).
- QR Classified Ads will include 1/2 inch QR Code, company name, company website and up to three specialties listed.
- Price is based on customer supplying assembled electronic files - **PDF for static ads, InDesign CS3 compatible for variable ads**
- **Please email electronic files to [caroline@piasd.org](mailto:caroline@piasd.org).**
- Deadline for reserving ad space and submitting artwork is **5 pm on Friday, Oct. 14, 2011.**
- 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 \_\_\_\_\_

### Reserve my QR Classified Ad

Your 1/2 inch QR Code will run with the following:

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

Website: \_\_\_\_\_

Specialties (please list up to 3): \_\_\_\_\_

### Reserve my Display Ad

Desired Ad Size:

2 inch space     3 inch space     4 inch space

Check if you'd like to add more color and personalization!

2 color     4 color     First Name     Company Name

**Questions?** Contact Caroline at PIA/SD  
858.571.6555 / [caroline@piasd.org](mailto: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

### PAYMENT

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

Payment enclosed

Please bill me

Please charge my     MC     VISA     AMEX

# \_\_\_\_\_ EXP \_\_\_\_\_ CVC \_\_\_\_\_

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

Signature \_\_\_\_\_