



Mid-Atlantic Promotional Products Association Advertising Opportunities 2009

General Information

The Mid-Atlantic Promotional Products Association has many advertising opportunities for your company. Our E-Newsletter and Quarterly newsletter go out to over 500 individuals, using both the instant email blasts and the longer but always efficient postal Mail to get your ad in front of all our members more than once. (We all know the 7 times rule)

We also have opportunities for you to advertise on our website.(www.mappa-online.com) We are looking forward to being able to continue to help grow your business, as well as the success of MAPPA growing its membership by offering great benefits to our members! Please do not hesitate to call the MAPPA office with any questions you may have.

MAPPA Specialty E-News

Sent Bi-Monthly – Electronic E-mail Newsletter is sent bi-monthly to over 650 addresses
(Art needs to be sent in Jpeg Format)

Ad Size:	<input type="checkbox"/> ¼ Page (3.75 x 4.5)	<input type="checkbox"/> ½ Page (7.5 x 4.5)	<input type="checkbox"/> Full Page (7.5 x 9)
	\$90.00 Member	\$1200.00 Member	\$150.00 Member
	\$120.00 Non-Member	\$140.00 Non-Member	\$170.00 Non-Member

E-Newsletter Publication/Deadline Date

Sent:	Deadline:
February	January 10
April	March 10
June	May 10
August	July 10
October	September 10

MAPPA Specialty News PRINT/PDF

Published Quarterly (Printed and mailed twice, emailed in PDF format twice)
(Winter, Spring, Summer & Fall – dates will be announced)
(Art needs to be sent in both a PDF Format and Jpeg Format)

Ad Size:	<input type="checkbox"/> ¼ Page (3.75 x 4.5)	<input type="checkbox"/> ½ Page (7.5 x 4.5)	<input type="checkbox"/> Full Page (7.5 x 9)
	\$120.00 Member	\$140.00 Member	\$170.00 Member
	\$140.00 Non-Member	\$160.00 Non-Member	\$190.00 Non-Member

Inserts (1 standard page 8 1/2 x 11 –Qty 400)
\$200.00 Member
\$220.00 Non-Member

MAPPA Website Advertising

(MAPPA Must Receive inserts and ads one month prior to above dates)
All Web ads will be on the home page – unless part of a Show Sponsorship

<input type="checkbox"/> Logo w/ Link - 3 Months \$50.00	<input type="checkbox"/> Logo w/ Link - 6 months \$75.00	<input type="checkbox"/> Logo w/ Link – Annual \$125.00
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<input type="checkbox"/> Small Banner w/ Link \$45.00 per month	<input type="checkbox"/> Large Banner w/ Link \$75.00 per month
(With Banners, you can ad graphics and specials to be run on the website)	



Mid-Atlantic Promotional Products Association
Advertising Opportunities 2009
Contract Sheet

Company Information – Advertising Contract

Company Name: _____
 MAPPA Member Yes No
 Contact Name: _____
 Billing Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone: _____ Fax: _____
 E-mail Address: _____
 Website: _____

Artwork/Cost Worksheet

All ads are Color Printed. The Art work must be properly sized according to the dimensions noted. PDF & JPEG files will need to be sent for both Newsletter formats. Suppliers who are Non-members will not be able to advertise on the website.

We do not charge for oversized inserts, please just send them pre-folded to insert into the quarterly newsletter.

WORKSHEET:

MAPPA Specialty E-News – _____ (cost of ad size) x _____ (# of issues) = _____
 MAPPA Specialty News Print – _____ (cost of ad size) x _____ (# of issues) = _____
 MAPPA Website Advertising (Banner) – _____ (Size Banner) x _____ (# of mths) = _____
 MAPPA Website Advertising (Logo) – _____ (Cost) = _____

Payment

Total Worksheet Advertising cost \$ _____

Payment By Check # _____

Payment By Credit Card

Credit Card#: _____ Expiration Date: _____
 Visa MasterCard American Express

Signature for Credit Card: _____

RETURN THIS FORM TO THE ADDRESS BELOW:
 Mid-Atlantic Promotional Products Association – Advertising
 P.O Box 1085

Virginia Beach, Virginia 23451

QUESTIONS? (757) 491-3114 or Renee@mappa-online.com