



## PIA & You - *Growing Green Together!*

***PIA News*** is an important news source for the interiorscape industry and a valuable way to reach customers. The quarterly e-newsletter keeps plantscapers apprised of best practices and new trends, the activities of movers and shakers in the industry and how to get involved, profiles of successful plantscaping and allied trade professionals, and much more!

### ***Make an Impression & Bring Customers Directly to Your Website***

*PIA News* sponsorship offers you high visibility on the front page of the newsletter and a link to your company's website or on-line advertisement. Your logo will appear in the newsletter's Sponsor Recognition sidebar and a click on your logo will take the reader to your chosen site - directly to information about your new products and services or to special announcements and new developments. *PIA News* articles and sponsors will periodically be featured on PIA's Facebook page further driving traffic and stretching your marketing dollar.

Sponsorship highlights ***your*** company; making an impression on new and existing customers four times a year!

### ***Be One of Select Group of Eight***

Only eight sponsorships are available, so don't miss out on this chance to communicate with your customers and support a vital source of industry news at the same time. Sponsorships are sold on a first come, first served basis with early signers claiming higher positions on the page.

### ***Low Price, High Exposure!***

Our e-newsletter allows you to make an impression on interiorscape leaders and deliver **more** information directly to your potential customer at a very reasonable rate. For a member, the cost of a sponsor link in four issues of *PIA News* is \$859 and \$1,227 for a non-member. The top sponsor position is offered at a 20% premium. To secure the top logo & link position, the cost is \$995 for members and \$1421 for non-members.

# *PIA News* Terms and Conditions

*PIA News* is a quarterly e-newsletter, published by the Plantscape Industry Alliance. Each issue is distributed to PIA members and Plantscape Industry Expo attendees, (circulation approximately 650), and a select list of media contacts (approximately 100). Our 3<sup>rd</sup> Quarter, Pre-Convention issue is emailed to all of our interiorscape companies, for a total circulation of 2500.

## **Sponsorship**

*PIA News* offers eight sponsorship opportunities in the form of highly visible logo placement on the newsletter's front page with a link to your company's website or other on-line advertisement. The logo and link will appear in a Sponsor Recognition sidebar.

## **Sponsorship Close Dates**

The Sponsorship Close Date is the date that a signed PIA News Sponsorship Form, payment, logo artwork, and link address must be received. This deadline is also valid for any change requests to sponsor logo art and/or link address. Link information received after the Close Date will not be run until the next issue.

**No links will be accepted without a signed Sponsorship Form.**

## **Cancellations**

Cancellations cannot be accepted after the Close Date. Cancellations of scheduled sponsorships must be submitted in writing and be received by the PIA office one month prior to the upcoming issue's Sponsorship Close Date.

## **Link Address**

On the Sponsorship Form you must include the exact URL of the page that you wish to link to. Your logo should be emailed to the *PIA News* editor. In the spirit of supporting a strong network of interiorscape professionals and their allied trades, links with re-directs that break the back button are strongly discouraged.

## **Logo Artwork Specifications**

Please email your logo artwork formatted as a 72 PPI, jpeg file to [pia@piagrows.org](mailto:pia@piagrows.org). For more detailed information please request 'Logo & Link Specifications' sheet.

## **Payment**

All first-time sponsorships are due and payable by the Sponsorship Close Date. Sponsorships will be billed to established accounts at net 30 days. If an established account has not paid for a previous sponsorship by the closing date of the next publishing date, their link will be pulled and not published, and they will lose any applicable discount on their sponsorship contract. Payment may be made via check, Master Card, VISA, Discover or AMEX . All accounts are due and payable to: PIA, 493 S. Highland Avenue, Ukiah, CA 95482.

## **Display Advertising**

*PIA News* does not carry display advertising.

## **Classified Advertising**

*PIA News* will accept classified ads. The same rules regarding Close Dates, cancellations, and responsibilities apply to classified ads as to sponsorships.

## **Sponsor Responsibility**

The sponsor assumes all responsibility for any claims arising from his/her sponsorship. The sponsor expressly agrees to hold the publisher harmless in the event of any claim for damages made against the publisher arising out of the publication of the sponsor's link, including but not limited to, copyright and trademark infringement or misuse. The sponsor agrees to pay all attorney fees, court costs, and other expenses incurred in the collection of monies owed for services rendered.

# PIA News Sponsorship Form

## Sponsor Information

Company:	Phone:
Contact:	Fax:
Billing Address:	Email Address:
	Company Website:
	URL for Link:

## Procedure and Terms

1. No sponsorship links will be accepted without a signed Sponsorship Form.
2. Sponsor has read the Terms and Conditions and agrees to abide by them.
3. Sponsor also understands that PIA has the right to reject or cancel sponsorship at any time.
4. Send Sponsorship Form and Payment to:

**PIA News**

493 S. Highland Avenue  
 Ukiah, CA 94582  
 Phone: (707) 462-2276  
 Fax: (707) 463-6699  
 Email: pia@piagrows.org

5. Send electronic version of logo to:

Susan Gates  
**PIA News**  
 Email: pia@piagrows.org

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Title

\_\_\_\_\_  
 Date

Issue	Sponsorship Close Date	Member Rate	Non-Member Rate
First Quarter Issue	01/20/12	215.00	307.00
Second Quarter Issue	04/20/12	215.00	307.00
Third Quarter Issue	07/13/12	429.00	656.00
Fourth Quarter Issue	10/26/12	215.00	307.00
ALL ISSUES		859.00	1227.00
Top "Logo" – All issues		995.00	1421.00
Sponsorship Subtotal			

Comments: \_\_\_\_\_

## Payment

I prefer to pay by:    Check     VISA     Master Card     AMEX     Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. code: \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

<b>For Office Use Only:</b>	Ent. QB _____	Ent DB _____	Logo Rc'vd _____
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