

# sppa

SUNBELT PROMOTIONAL  
PRODUCTS ASSOCIATION

## 2012 Advertising Prospectus and Rates

SPPA offers a number of methods for advertising to our membership. Please find complete details and rates below. Please address all questions to Ashanti Pretlow via email to [ashanti@sunbeltppa.org](mailto:ashanti@sunbeltppa.org).

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### Print Newsletter Advertising Rates

**Bright Ideas**, the quarterly newsletter for Sunbelt Promotional Products Association is mailed in **March, June, September, and December**. Cut off for advertising is the first of the month. All Ads are Full Color. Prepayment is required. We do not accept inserts for our newsletter. Ads must be submitted in ESP, PDF or Jpeg format. Please submit all advertisements by the 15<sup>th</sup> of the preceding month.

<b>Size</b>	<b>Price</b>
¼ Page (4 ¼ X 5 ½ )	\$150.00
½ Page (8 ½ X 5 ½ )	\$170.00
Full Page (8 ½ X 11)	\$190.00

On ¼, ½ and full-page ads, please allow a ¼ " border on all 4 sides.

**Take 10% off your order if you pre-pay to advertise with us for the entire 2012 year (4 issues)**

For any additional questions, please contact Ashanti Pretlow at [ashanti@sunbeltppa.org](mailto:ashanti@sunbeltppa.org) or via telephone at (205) 824-7615.

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### Website Advertising Rates

SPPA offers supplier advertisers the opportunity to reserve space on our website for your company logo or a small advertisement that links directly back to your company's website. Prepayment is required. Artwork and logos must be submitted in Jpeg format.

<u>Item</u>	<u>Time Period</u>	<u>Price</u>
Logo with Link	1 month	\$25.00
Logo with Link	3 months	\$66.00
Logo with Link	Full Year	\$240.00
Small Homepage Ad with Link	Per Month	\$60.00
Small Ad on Other Pages on Site with Link	Per Month	\$45.00

## **E-News Advertising Rates**

SPPA offers supplier advertisers the opportunity to include your company logo on our monthly E-News with a link to your company website. Requests for this service must be received 30 days prior to the month in which you would like to have your logo included and is limited to one advertiser per month in addition to current SPPA Annual Sponsors. Prepayment is required. Logos must be submitted in Jpeg format.

<u>Item</u>	<u>Time Period</u>	<u>Price</u>
Logo with Link	Per Month	\$35.00

## **Quarterly Flyer Mailing Rates**

SPPA offers supplier advertisers the opportunity to reach our membership via direct mail without the expense of mailing our membership directly. The Quarterly Flyer Mailing is an alternative to newsletter inserts and is mailed only to our distributor members. This is a great opportunity to take advantage of direct mail pieces to distributors without the additional printing and mailing costs. The Quarterly Flyer mailing is sent to our distributor members in **January, April, July and October**. Please send 200 flyers to the SPPA office no later than the 15<sup>th</sup> of the month prior to the mailing. Prepayment is required. All flyers must be a single sheet (can be dual sided) and meet the specifications below.

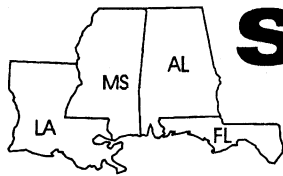
<u>Size</u>	<u>Price</u>
8 ½ " x 11" single sheet	\$40.00
11" x 17"	\$65.00

**Take 10% off your order if you pre-pay to advertise with us for the entire 2012 year (4 mailings)**

Please complete and return the attached advertisement reservation form and return it to SPPA via fax, email or mail.

**Sunbelt Promotional Products Association**  
**3416 Primm Lane**  
**Birmingham, AL 35216**

**Questions?** Contact us.  
**Telephone:** 205.824.7615  
**Email:** ashanti@sunbeltppa.org  
**Fax:** 205.823.2760



**sppa**

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## Sunbelt Promotional Products Association Advertising Reservation Form

Sunbelt Promotional Products Association welcomes advertisements from all **member** companies. If you are not a current member of SPPA and are interested in advertising with us, please contact us via telephone at (205) 824-7615 or via email at [ashanti@sunbeltppa.org](mailto:ashanti@sunbeltppa.org) for information on joining the association.

**Please note:** SPPA requires that all advertiser companies are current members of SPPA. All ad opportunities require prepayment. Once this reservation request form is received, we will send an invoice to you to tentatively hold your space pending payment and provide you with additional information as necessary.

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Contact Email:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_ **Contact Fax:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip/Postal Code:** \_\_\_\_\_

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

**Please list your advertising requests below:**

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**Please send this form to SPPA for processing:**

**SPPA**  
**3416 Primm Lane**  
**Birmingham, AL 35216**

**Telephone:** (205) 824-7615  
**Fax:** (205) 823-2760  
**Email:** [ashanti@sunbeltppa.org](mailto:ashanti@sunbeltppa.org)