

# Get your company noticed in...



## Add PFMA/PCSC to Your Ad Plan

Let 2012 be the year to introduce your company, your products and services to the food industry and support the important work of the Pennsylvania Food Merchants Association (PFMA)/Pennsylvania Convenience Store Council (PCSC). Purchase advertising in the association's publications, newsletter and on its web site. Affordable rates are available to advertise in the following:


### **Spectrum Newsletter**

— the association's monthly newsletter features the latest legislative and regulatory activity, member news and association events and programs. Advertisers in this publication are also included in the newsletter with a link to their web site.

### **2011 Membership Directory/Buyer's Guide**

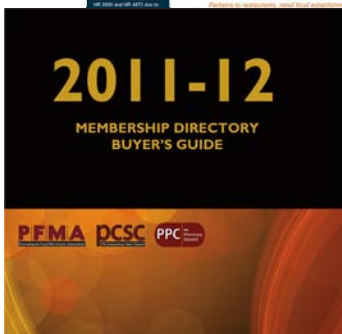
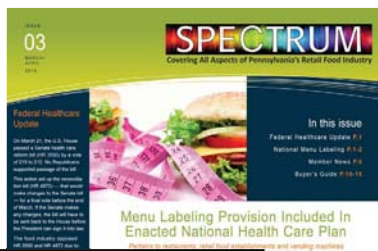
— the association's annual directory of members and associate members who offer products and services to the food industry. PFMA/PCSC members use this publication as a resource all year long.

Reach 1,100 PFMA/PCSC members who operate more than 5,000 retail food stores. The Annual Membership Directory/Buyer's Guide, published in November, is a valuable resource for members to locate their peers and find the products and services they are seeking.

 **PFMA.org** — our web site provides members and other visitors with 24/7 access to association resources, legislative and regulatory activity and other information.

### **Reserve Your Space Today!**

For more information or to place your ad, contact Elizabeth Peroni at 717-982-1248 or 800-543-8207, x. 5516; email to [eperoni@pfma.net](mailto:eperoni@pfma.net) or fax the insertion form to 717.760.5953.





## PFMA-PCSC Advertising Rates

**Advertise in the Spectrum, newsletter, on PFMA.org and in the Annual Membership Directory/Buyer's Guide for one low rate.**

**Plan 1 ..... \$800**

- ▲ One Business Card Size Ad in the Spectrum newsletter
- ▲ Ad included in the eSpectrum newsletter
- ▲ One Full Page Ad in the Annual Membership Directory/Buyer's Guide (color additional)
- ▲ One Web Site Home page ad at www.PFMA.org (one month)

**Plan 2 ..... \$700**

- ▲ One Business Card Size Ad in the Spectrum newsletter
- ▲ Ad included in the eSpectrum newsletter
- ▲ One Half Page Ad in the Annual Membership Directory/Buyer's Guide (color additional)
- ▲ One Web Site Home page ad at www.PFMA.org (one month)

**Plan 3 ..... \$600**

- ▲ One Business Card Size Ad in the Spectrum newsletter
- ▲ Ad included in the eSpectrum newsletter
- ▲ One Quarter Page Ad in the Annual Membership Directory/Buyer's Guide (color additional)
- ▲ One Web Site home page ad at www.PFMA.org (one month)

\*Membership Directory ads are black and white. Color is available for an additional charge.

**Add color:**  One color - \$200    Two colors - \$300    Three colors - \$650



### 2012-13 Advertising Rates

Spectrum is a full color, monthly publication. Advertisements also run in the Spectrum newsletter.

		1X	2X	6X
<b>Full Page:</b>	7.75 inches wide x 10 inches high	<b>\$500</b>	<b>\$475/ea.</b>	<b>\$400/ea.</b>
<b>Half Page:</b>	7.75 inches wide x 5 inches high	<b>\$350</b>	<b>\$325/ea.</b>	<b>\$300/ea.</b>
<b>Business Card Ad:</b>	3.5 inches wide x 2 inches high	<b>\$250</b>	<b>\$225/ea.</b>	<b>\$200/ea.</b>

### 2012-13 Membership Directory/Buyer's Guide Ad Rates

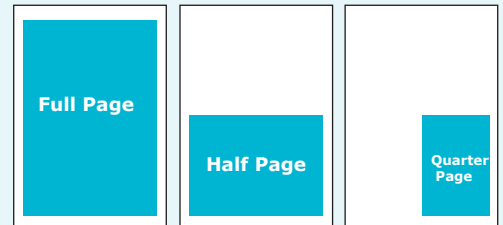
**2012 Ad Deadline: September 30, 2012**

<b>Full Page:</b>	7.5 inches wide x 9.75 inches high	<b>\$600*</b>
<b>Half Page:</b>	7.5 inches wide x 4.75 inches high	<b>\$500*</b>
<b>Quarter Page:</b>	3.5 inches wide x 4.75 inches high	<b>\$400*</b>

\*Black and White Ad

**Color is additional:**

One Color — \$200    Two Colors — \$300    Three Colors — \$650



### 2012-13 Advertising Rates

**Web site ad:** lower right or left corner placement

\$200/month    \$500/3 months

**For more information or to place your ad, contact Elizabeth Peroni at 717-982-1248 or 800-543-8207, x. 5516; email to eperoni@pfma.net or fax the insertion form to 717.760.5953.**



**Advertising Formats:**

Please submit your ad in a pdf, eps or high quality jpg file.

Advertising design and layout assistance is available for free.



# PFMA-PCSC Advertising Placement

Place my advertisement in the Spectrum newsletter, newsletter, Annual Membership Directory and on PFMA.org.  
(Select your plan below)

**Plan 1** ..... **\$800**

- ▲ One Business Card Size Ad in the Spectrum newsletter \_\_\_\_\_ (Please list month)
- ▲ Ad included in the eSpectrum newsletter
- ▲ One Full Page Ad in the Annual Membership Directory/Buyer's Guide (color additional)
- ▲ One Web Site Home page ad at www.PFMA.org (one month) \_\_\_\_\_ (Please list month)

**Plan 2** ..... **\$700**

- ▲ One Business Card Size Ad in the Spectrum newsletter \_\_\_\_\_ (Please list month)
- ▲ Ad included in the eSpectrum newsletter
- ▲ One Half Page Ad in the Annual Membership Directory/Buyer's Guide (color additional)
- ▲ One Web Site Home page ad at www.PFMA.org (one month) \_\_\_\_\_ (Please list month)

**Plan 3** ..... **\$600**

- ▲ One Business Card Size Ad in the Spectrum newsletter \_\_\_\_\_ (Please list month)
- ▲ Ad included in the eSpectrum newsletter
- ▲ One Quarter Page Ad in the Annual Membership Directory/Buyer's Guide (color additional)
- ▲ One Web Site home page ad at www.PFMA.org (one month) \_\_\_\_\_ (Please list month)

\*Membership Directory ads are black and white. Color is available for an additional charge.

**Add Color to my Membership Directory Ad**    One color - \$200    Two colors - \$300    Three colors - \$650

**I will advertise in the Spectrum newsletter only**

		<b>1X</b>	<b>2X</b>	<b>6X</b>
<input type="checkbox"/> <b>Full Page:</b>	7.75 inches wide x 10 inches high	<b>\$500</b>	<b>\$475</b>	<b>\$400</b>
<input type="checkbox"/> <b>Half Page:</b>	7.75 inches wide x 5 inches high	<b>\$350</b>	<b>\$325</b>	<b>\$300</b>
<input type="checkbox"/> <b>Business Card Ad:</b>	3.5 inches wide x 2 inches high	<b>\$250</b>	<b>\$225</b>	<b>\$200</b>

**Place my ad in the following month(s)** \_\_\_\_\_

**I will advertise in the 2012-13 Membership Directory/Buyer's Guide only**

**2012 Ad Deadline: September 30, 2012**

- Full Page:** 7.5 inches wide x 9.75 inches high **\$600\***
- Half Page:** 7.5 inches wide x 4.75 inches high **\$500\***
- Quarter Page:** 3.5 inches wide x 4.75 inches high **\$400\***

\*Black and White Ad

**Add Color:**  One Color — \$200    Two Colors — \$300    Three Colors — \$650

**I will advertise on PFMA.org**

**Web site ad:** lower right or left corner placement  
 \$200/month    \$500/3 months

**Place my ad in the following month(s)** \_\_\_\_\_

**Please Print**

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

Ad Authorized By \_\_\_\_\_ Signature \_\_\_\_\_

High Resolution Ad Provided    Please Create Our Ad (Our staff can help create your ad at no additional charge. Please provide copy, logos and any photos.)

**Payment Information:**    Payment Enclosed    Please invoice

**Please mail the completed form along with your high resolution ad (no photocopies, electronic version preferred) or ad material to: Elizabeth Peroni, PFMA, P.O. Box 870, Camp Hill, PA 17001-0870 • Phone 717.982.1248 Email to eperoni@pfma.net or Fax the ad placement form to 717.760.5953.**