Advertise with PFMA

Let 2018 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). Purchase advertising in the association’s publications, e-newsletter and on our web site. Affordable rates are available to advertise in the following:

**Spectrum Newsletter** — the association’s newsletter features the latest legislative and regulatory activity, member news and association events and programs. Advertisers in the printed publication are also included in the e-newsletter with a link to their web site.

**2018 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 members use this publication as a resource all year long.

Reach nearly 800 PFMA members who operate more than 3,000 retail food stores. The Annual Membership Directory/Buyer’s Guide, published in July, 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.

Don’t miss this opportunity to get your company noticed by PFMA members. Fill-in the attached Advertising Insertion Form.

Reserve Your Space Today!

For more information or to place your ad, contact Elizabeth Peroni at 717-760-5923 or 800-543-8207, x. 5923; email to eperoni@pfma.net or fax the insertion form to 717-731-5472.

**Plan 1** ........................................................................................................................................................................ $900
- One Business Card Size Ad in the Spectrum newsletter
- Ad included in the Spectrum e-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** ........................................................................................................................................................................ $800
- One Business Card Size Ad in the Spectrum newsletter
- Ad included in the Spectrum e-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** ........................................................................................................................................................................ $700
- One Business Card Size Ad in the Spectrum newsletter
- Ad included in the Spectrum e-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

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**2018 Advertising Rates**

**Full Page:**
- 7.75 inches wide x 10 inches high

**Half Page:**
- 7.75 inches wide x 5 inches high

**Business Card Ad:**
- 3.5 inches wide x 2 inches high

*Black and White Ad

2018 Ad Deadline: July 6, 2018

For more information or to place your ad, contact Elizabeth Peroni at 717-760-5923 or 800-543-8207, x. 5923; email to eperoni@pfma.net or fax the insertion form to 717-732-5472.

Advertising Formats:
- Please submit your ad in a pdf, eps or high quality jpg file.
- Advertising design and layout assistance is available for free.
Place my advertisement in the Spectrum newsletter, enewsletter, Annual Membership Directory and on PFMA.org.

(Select your plan below)

**Plan 1** ........................................................................................................ $800
- One Business Card Size Ad in the Spectrum newsletter  
- Ad included in the Spectrum e-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 Spectrum e-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 Spectrum e-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 to my Membership Directory Ad**
- One color — $200
- Two colors — $300
- Three colors — $650

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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1X</th>
<th>2X</th>
<th>6X</th>
<th>9X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$700</td>
<td>$675</td>
<td>$600</td>
<td>$575</td>
</tr>
<tr>
<td>Half Page</td>
<td>$500</td>
<td>$475</td>
<td>$400</td>
<td>$385</td>
</tr>
<tr>
<td>Business Card</td>
<td>$350</td>
<td>$275</td>
<td>$200</td>
<td>$185</td>
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</table>

Place my ad in the following month(s) ____________________________________________________________

**I will advertise in the 2018 Membership Directory/Buyer’s Guide only
2018 Ad Deadline: July 6, 2018**

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<tr>
<td>Full Page</td>
<td>$700*</td>
<td></td>
<td></td>
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<tr>
<td>Half Page</td>
<td>$500*</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Quarter Page</td>
<td>$400*</td>
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</table>

*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
Lower right:  □ $250/month □ $600/3 months 
Bottom Banner:  □ $200/month □ $550/3 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
- □ Credit Card Payment (Please contact me for the information.)

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 17011-0870 • Phone 717-760-5923 or 800-543-8207 x5923
Email to eperoni@pfma.net or Fax the ad placement form to 717-731-5472.