



2018 Bundled Membership Value Breakdown

Gold Member	Bundled Rates	Non-Bundled Rates	Silver Member	Bundled Rates	Non-Bundled Rates	Bronze Member	Bundled Rates	Non-Bundled Rates
PVA Membership Dues	\$1,352.00	\$1,502.00	PVA Membership Dues	\$1,352.00	\$1,502.00	PVA Membership Dues	\$1,352.00	\$1,502.00
MariTrends Exhibit Booth Space	\$1,526.00	\$1,695.00	MariTrends Exhibit Booth Space	\$1,526.00	\$1,695.00	MariTrends Exhibit Booth Space	\$1,526.00	\$1,695.00
11 b/w full page FOGHORN ads	\$6,564.00 ¹	\$9,892.00 ³	11 b/w 1/2 page FOGHORN ads	\$4,544.00 ¹	\$7,648.00 ³	11 b/w 1/4 page FOGHORN ads	\$2,482.00 ¹	\$5,358.00 ³
PVA Membership Directory Ad - Full Page/4-clr	\$1,068.00 ¹	\$1,187.00	PVA Membership Directory Ad - Full Page/4-clr	\$1,068.00 ¹	\$1,187.00	PVA Membership Directory Ad - 1/2 page	\$628.00 ¹	\$718.00
Total Annual Cost	\$10,510.00	\$14,276.00	Total Annual Cost	\$8,490.00	\$12,032.00	Total Annual Cost	\$5,988.00	\$9,273.00
Cost if Purchased Separately	\$14,276.00		Cost if Purchased Separately	\$12,032.00		Cost if Purchased Separately	\$9,273.00	
Bundled Savings	\$3,766.00		Bundled Savings	\$3,542.00		Bundled Savings	\$3,285.00	
Additional Bundled Member Savings		²	Additional Bundled Member Savings		²	Additional Bundled Member Savings		²
Second Color	FREE		Second Color	FREE		Second Color	FREE	

BUNDLED UPGRADE OPTIONS AVAILABLE AT ADDITIONAL INCREMENTAL COST

4-Color Upgrade						1/4 to 1/3 Page Upgrade		
Monthly	\$213.00		1/2 to Full Page Upgrade			Monthly	\$80.00	
Annually	\$2,343.00		Monthly/Annually	Upgrade to Gold		Annually	\$880.00	
Inside Covers (Includes 4 Color Upgrade)								
Monthly	\$342.00		4-Color Upgrade			1/4 to 1/2 Page Upgrade		
Annually	\$3,762.00		Monthly	\$213.00		Monthly/Annually	Upgrade to Silver	
Outside Cover (Includes 4 Color Upgrade)			Annually	\$2,343.00				
Monthly	\$441.00					4 Color Upgrade		
Annually	\$4,851.00					Monthly	\$213.00	
						Annually	\$2,343.00	

¹ Rates include 10% bundled discount plus 15% discount for digital-ready art
² All bundled members receive a second color FREE
³ 2-color rate



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