



2020 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	\$1,434.00	\$1,593.00	PVA Membership Dues	\$1,434.00	\$1,593.00	PVA Membership Dues	\$1,434.00	\$1,593.00
MariTrends Exhibit Booth Space	\$1,617.00	\$1,797.00	MariTrends Exhibit Booth Space	\$1,617.00	\$1,797.00	MariTrends Exhibit Booth Space	\$1,617.00	\$1,797.00
11 b/w full page FOGHORN ads	\$7,111.00 ¹	\$10,706.00 ³	11 b/w 1/2 page FOGHORN ads	\$4,881.00 ¹	\$8,275.00 ³	11 b/w 1/4 page FOGHORN ads	\$2,693.00 ¹	\$5,797.00 ³
PVA Membership Directory Ad - Full Page/4-clr	\$1,121.00 ¹	\$1,245.00	PVA Membership Directory Ad - Full Page/4-clr	\$1,121.00 ¹	\$1,245.00	PVA Membership Directory Ad - 1/2 page	\$677.00 ¹	\$752.00
Total Annual Cost	\$11,283.00	\$15,341.00	Total Annual Cost	\$9,053.00	\$12,910.00	Total Annual Cost	\$6,421.00	\$9,939.00
Cost if Purchased Separately	\$15,341.00		Cost if Purchased Separately	\$12,910.00		Cost if Purchased Separately	\$9,939.00	
Bundled Savings	\$4,058.00		Bundled Savings	\$3,857.00		Bundled Savings	\$3,518.00	
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	\$230.00		1/2 to Full Page Upgrade			Monthly	\$86.00	
Annually	\$2,530.00		Monthly/Annually	Upgrade to Gold		Annually	\$946.00	
Inside Covers (Includes 4 Color Upgrade)						1/4 to 1/2 Page Upgrade		
Monthly	\$370.00		4-Color Upgrade			Monthly/Annually	Upgrade to Silver	
Annually	\$4,070.00		Monthly	\$230.00				
Outside Cover (Includes 4 Color Upgrade)			Annually	\$2,530.00		4 Color Upgrade		
Monthly	\$477.00					Monthly	\$230.00	
Annually	\$5,247.00					Annually	\$2,530.00	

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

NOTE: To increase ad size from 1/4, or 1/2 to full page, purchase the next highest bundled member level



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