

PVA Membership Directory and Buyers' Guide

Advertising Rate Card

(through 12/31/2021)

2020-2021 PVA Membership Directory and Buyers' Guide

The PVA Membership Directory and Buyers' Guide is distributed to all PVA members annually. It is a valuable reference that is heavily used for both PVA Vessel and Associate members. Advertising in this directory is a cost-effective way for you to keep your marketing message before your customers all year long.

Advertising Rates

Covers

Four (4) Color, Full Page only \$1,756

SOLD Inside Front Cover **SOLD** Inside Back Cover **SOLD** Back Cover

Full Page Ad Rates

Black and White \$905

Two (2) Color (Black + One [1] color) \$1,172

Four (4) Color \$1,438

Half Page Horizontal Ad Rates

Black and White \$585

Two (2) Color (Black + One [1] Color) \$872

Four (4) Color \$1,115

Ad Specifications

Full Page

5.75" W x 8.75" H

JPG file preferred

Half Page Horizontal

5.75" W x 4.375" H

JPG file preferred

Ad Materials

Space Reservations Due

August 21, 2020

Ad Materials Due

August 25, 2020

File Formats Accepted

Hi-Res PDF or JPG

_____ Sending New Ad

_____ Pick up Ad from 2019-2020 Membership Directory

___ No Changes

___ With Changes