



Insights and Updates

TWO WAYS to reach clients
and prospects

**Agency newsletters and e-newsletters—
Build relationships and round your business**

START HERE

1. PICK YOUR FORMAT(S):

E-NEWSLETTER

10% off
for a full year subscription

Quantity	Member	Nonmember	Member	Nonmember
<500	<input type="checkbox"/> \$99.00	<input type="checkbox"/> \$155.75	<input type="checkbox"/> \$84.00	<input type="checkbox"/> \$132.00
500-999	<input type="checkbox"/> \$109.00	<input type="checkbox"/> \$173.25	<input type="checkbox"/> \$93.00	<input type="checkbox"/> \$147.00
1000-1499	<input type="checkbox"/> \$119.00	<input type="checkbox"/> \$190.75	<input type="checkbox"/> \$101.00	<input type="checkbox"/> \$161.00
1500-1999	<input type="checkbox"/> \$129.00	<input type="checkbox"/> \$208.25	<input type="checkbox"/> \$110.00	<input type="checkbox"/> \$177.00
2000-2499	<input type="checkbox"/> \$139.00	<input type="checkbox"/> \$225.75	<input type="checkbox"/> \$118.00	<input type="checkbox"/> \$192.00
2500+	Call for greater quantities.			

BEST VALUE

Additional fees

- Setup \$50 (first issue only)
- Editorial/artwork changes \$25

PRINT NEWSLETTER

Full color

Spot color

Quantity	Newsletter only		Newsletter with reply card		Newsletter only		Newsletter with reply card	
	Member	Nonmember	Member	Nonmember	Member	Nonmember	Member	Nonmember
250	<input type="checkbox"/> \$150.00	<input type="checkbox"/> \$255.00	<input type="checkbox"/> \$220.00	<input type="checkbox"/> \$374.00	<input type="checkbox"/> \$98.70	<input type="checkbox"/> \$172.20	<input type="checkbox"/> \$150.15	<input type="checkbox"/> \$263.55
500	<input type="checkbox"/> \$224.00	<input type="checkbox"/> \$380.80	<input type="checkbox"/> \$300.00	<input type="checkbox"/> \$510.00	<input type="checkbox"/> \$123.90	<input type="checkbox"/> \$216.30	<input type="checkbox"/> \$181.65	<input type="checkbox"/> \$318.15
750	<input type="checkbox"/> \$294.00	<input type="checkbox"/> \$499.80	<input type="checkbox"/> \$400.00	<input type="checkbox"/> \$680.00	<input type="checkbox"/> \$143.85	<input type="checkbox"/> \$252.00	<input type="checkbox"/> \$211.05	<input type="checkbox"/> \$367.50
1000	<input type="checkbox"/> \$370.00	<input type="checkbox"/> \$629.00	<input type="checkbox"/> \$490.00	<input type="checkbox"/> \$833.00	<input type="checkbox"/> \$170.10	<input type="checkbox"/> \$299.25	<input type="checkbox"/> \$242.55	<input type="checkbox"/> \$424.20
1500	<input type="checkbox"/> \$500.00	<input type="checkbox"/> \$850.00	<input type="checkbox"/> \$675.00	<input type="checkbox"/> \$1,147.50	<input type="checkbox"/> \$216.30	<input type="checkbox"/> \$379.05	<input type="checkbox"/> \$294.00	<input type="checkbox"/> \$516.60
2000	<input type="checkbox"/> \$625.00	<input type="checkbox"/> \$1,062.50	<input type="checkbox"/> \$850.00	<input type="checkbox"/> \$1,145.00	<input type="checkbox"/> \$263.55	<input type="checkbox"/> \$459.90	<input type="checkbox"/> \$345.45	<input type="checkbox"/> \$605.85
2500	<input type="checkbox"/> \$781.00	<input type="checkbox"/> \$1,327.70	<input type="checkbox"/> \$1,050.00	<input type="checkbox"/> \$1,785.00	<input type="checkbox"/> \$317.10	<input type="checkbox"/> \$554.40	<input type="checkbox"/> \$399.00	<input type="checkbox"/> \$716.10
2500+	Call for greater quantities.							

Options

Mailing

Add \$35 for set up fee, plus 37 cents postage per piece. Note: Your cost is based on exact mailing list counts. You will be billed for the mailing of your newsletters after they have been mailed.

Self-mailer

Add \$17 per edition, plus \$10 per 1,000 pieces ordered to tab newsletters shut for mailing.

Stuff-and-seal mailing preparation service

Add as per table below for printed envelopes and handling. *Required with the mailing option.*

Quantity	Member	Nonmember
250	\$69.30	\$121.80
500	\$80.85	\$142.80
750	\$98.70	\$172.20
1000	\$115.50	\$202.65
1500	\$161.70	\$283.50
2000	\$207.90	\$364.35
2500	\$248.85	\$434.70

Additional fees

- Setup \$50 (first issue only)
- Editorial/artwork changes \$25

2. PICK YOUR EDITION(S):

Edition

Winter Spring Summer Fall



3. AGENCY INFORMATION:

Member no.: _____ Agency name: _____

Street address: _____

P.O. box: _____ City: _____ State: _____ ZIP: _____

E-mail address: _____

Phone: _____ Fax: _____

Principal agency contact: _____

Newsletter contact: _____

4. AGENCY LOGO:

To allow us to customize your newsletters, please do one of the following:

- Attach three clean sheets of agency letterhead for scanning.
- E-mail a press-quality agency logo file to creativeservices@pia.org.
Accepted formats include: **vector** (AI, EPS, PDF) or **raster** (TIF, PDF; 600 dpi or greater at print size).

5. IF APPLICABLE, PICK YOUR REPLY-CARD OPTION (PRINT ONLY):

Reader pays postage First class with bar code (Permit no.: _____)

6. IF APPLICABLE, PICK YOUR STUFF-AND-SEAL OPTION (PRINT ONLY):

No bulk-rate permit Bulk-rate permit for envelopes (Permit no.: _____)

7. SUBMIT YOUR MAILING LIST:

For printed newsletters, submit your mailing list, on disc or by e-mail to creativeservices@pia.org, with records set up in the following file format: tab delimited text. *There will be an additional handling charge for addresses not submitted in this format.* Your newsletters will be mailed from the Glenmont, N.Y., Post Office, presorted standard mail; the PIA permit will be used. *Minimum required per mailing: 200 pieces.* There is an additional charge for addresses that don't meet the CASS certification (100 percent accuracy) required to qualify for presorted standard mail. Send a new list for each mailing. We will bill you separately for the mailing portion of the charges.

For e-newsletters, submit your mailing list, on disc or by e-mail to creativeservices@pia.org, with records set up in one of the following file formats: Microsoft Word or Microsoft Excel.

CONTINUED ON BACK



8. PAYMENT INFORMATION:

- Check
- Visa (13-16 digits) MasterCard (16 digits) American Express (15 digits)
- Corporate card Personal card

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Exp. date:

M	M	Y	Y

Verification code: _____

9. TERMS AND CONDITIONS:

- All payments must be received by PIA Management Services Inc. *in advance* of the issue date.
- Subscription fee includes sales tax, shipping and handling costs when applicable. Newsletter (and reply card, if purchased) will be shipped to agency via UPS; newsletter will be folded to fit in no. 10 envelope.
- If stuff-and-seal option is purchased, newsletter (and reply card, if purchased) will be stuffed into custom-printed envelopes and shipped to the agency. If artwork-only option is selected, PIA will ship the artwork flat.
- Agency agrees to notify PIA in writing of any requested changes (masthead agency identification changes, quantity changes, or reply card artwork changes) at least 4 weeks in advance of the affected newsletter issue.
- Subscription will be renewed by PIA until written notice is received from agency.
- PIA will send a copy of masthead artwork, reply card address-side and envelope artwork to agency newsletter contact for approval. Agency agrees to initial approved artwork and return it to PIA by mail or fax within five business days. PIA fax: (888) 225-6935.
- PIA reserves the right to cancel agency's newsletter subscription by written notification no less than 75 days before affected issue.
- Except as otherwise set forth herein, PIA Management Services Inc. and its vendors do not disclose, sell or rent customer recipient data or customer information (collectively, the "data"), without customer's prior consent or unless required by order or other requirement of a court, administrative agency or other governmental body or applicable law. Customer expressly permits PIA Management Services Inc. and its vendors to disclose the data to: (i) personnel of PIA Management Services Inc. and its vendors, who access and manage the data in connection with the services; (ii) service providers for purposes of providing functions or services related to the services and the customer accounts of PIA Management Services Inc. Except as otherwise set forth herein, PIA Management Services Inc. and its vendors will not provide any data to any third party without the customer's authorization and will use reasonable efforts to prohibit any third party that receives any such data from selling or redistributing such data without the customer's authorization.

10. SIGN THIS AGREEMENT:

I agree to the terms and conditions set forth in this agreement form:

Signature

Printed name

Date

Return the original signed agreement form to:

PIA Communication Dept. • P.O. Box 997 • Glenmont, NY 12077-0997 • (800) 424-4244 • fax: (888) 225-6935 • creativeservices@pia.org.

