



Announcing.....

Pacific Northwest Steel Fabricators' Association Advertising Opportunities

The **Pacific Northwest Steel Fabricators' Association (PNSFA)** is a not-for-profit trade association comprised of companies that are in the steel construction industry and suppliers to these companies. Advertising in the **PNSFA Resource Guide** can be an excellent and affordable way to reach the members of **PNSFA** and others in the steel industry.

Resource Guide

The *Resource Guide* is a comprehensive listing of **PNSFA** members and their products/services. A complimentary copy is provided to all **PNSFA** members and specifiers of steel fabrication products, which means the guide will be distributed to approximately 1,500 trade contacts in the industry.

- 2018 Resource Guide Advertising Rates -

Display Ads, Black/White only (no color—except cover ads)

	<u>Member Prices</u>	<u>Nonmember Prices</u>
1/8 page	\$150	\$375
1/4 page	\$275	\$550
1/2 page	\$550	\$900
Full page	\$1,000	\$1,500
Front cover inside (four color)	\$2,000	\$2,500
Back cover inside or outside cover (four color)	\$2,000	\$2,500

Ad Specifications

Full page & any inside or outside cover ad = 7 1/2" x 10"

1/2 page ad - horizontal = 7 1/2" x 5"

1/2 page ad - vertical = 5" x 7 1/2"

1/4 page ad - horizontal = 4 7/8" x 3 3/4"

1/4 page ad - vertical = 3 3/4" x 4 7/8"

1/8 page ad - horizontal = 2 3/10" x 3 3/4"

1/8 page ad - vertical = 3 3/4" x 2 3/10"

Publishing Information:

The Resource Guide will be published in 2018. **The Resource Guide ad reservation deadline for the 2018 issue is December 29, 2017. The deadline for ad artwork is also December 29, 2017.** Any ads cancelled after December 29, 2017 will not be refunded. To run an ad in the PNSFA Resource Guide, please complete an advertising contract and mail or fax to PNSFA.

Advertising Requirements:

PNSFA reserves the right to reject any advertisement. All ads must be submitted electronically via email and must be camera-ready and match exact size requirements specified. Camera-ready is a term that defines artwork or type that is ready for publication and does not require manipulation or typesetting. Please submit ads in electronic form—electronic ads should be submitted as a PDF in black and white or grayscale. If you are purchasing a colored ad the artwork should be a PDF with the native files imbedded. Please include any necessary font and graphics, and submit your ad via email to the email address listed below. If your advertisement does not match the specified size requirements, it will be returned.



Pacific Northwest Steel Fabricators' Association

2018 Advertising Contract

To purchase advertising in the 2018 PNSFA Resource Guide, please fill out this contract and return to the PNSFA office by December 29, 2017. Ad artwork must be emailed to PNSFA at info@pnsfa.org by December 29, 2017. Please read the information and requirements on the Advertising Opportunities flyer for detailed information and requirements for the ads. Any contractee is assumed to have read the advertising requirements and agrees to abide by them.

Company: _____

Contact Person's First & Last Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

E-Mail: _____ PNSFA member? Yes No

Please check the ad size you which to purchase:

Member Prices

- 1/8 page \$150
- 1/4 page \$275
- 1/2 page \$550
- Full page \$1,000
- Front cover inside (color) \$2,000
- Back cover inside or outside cover (color) \$2,000

Nonmember Prices

- 1/8 page \$375
- 1/4 page \$550
- 1/2 page \$900
- Full page \$1,500
- Front cover inside (color) \$2,500
- Back cover inside or outside cover (color) \$2,500

Total Due \$ _____

- Ad artwork has been emailed
- Ad artwork has not been emailed but will be emailed by the deadline of December 29, 2017
- Please use the same ad artwork that I used in the 2016 *Resource Guide*

**Any ads cancelled after December 29, 2017 will not be refunded.*

Method of Payment:

(Payment for the order is due 30 days after invoicing or payment may be enclosed with this order form.)

- Payment is enclosed Invoice me (terms are 30 days)

Charge my: Visa MasterCard American Express Discover

Card #: _____ Exp. Date: _____ Amt. Authorized: \$ _____

Name on Card: _____ Signature: _____

Credit Card Billing Address _____

City _____ State _____ Zip Code _____

Email Receipt to _____

For any questions, please call PNSFA at 503.253.9030 or email us at info@pnsfa.org

We cannot accept contracts with credit card payment via email due to security reasons. Please mail or fax credit card payment contracts to PNSFA.

Return contract to: PNSFA - 147 SE 102nd Ave., Portland, OR 97216 or FAX to: 503.253.9172