



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.

- 2020 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.....	\$175.....	\$400
1/4 page.....	\$300.....	\$600
1/2 page.....	\$600.....	\$950
Full page.....	\$1,500.....	\$2,000
Front cover inside..... (four color)	\$2,250.....	\$2,750
Back cover inside (four color) or Back cover outside (four color)	\$2,250.....	\$2,750

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 2020. The Resource Guide ad reservation deadline for the 2020 issue is December 27, 2019. The deadline for ad artwork is also December 27, 2019. Any ads cancelled after December 27, 2019 will not be refunded. To run an ad in the PNSFA Resource Guide, please complete an advertising contract and mail or fax to PNSFA or complete online.

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

2020 Advertising Contract

To purchase advertising in the 2020 PNSFA Resource Guide, please fill out this contract and return to the PNSFA office by December 27, 2019. Ad artwork must be emailed to PNSFA at info@pnsfa.org by December 27, 2019. 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 wish to purchase:

Member Prices

- 1/8 page\$175
- 1/4 page\$300
- 1/2 page\$600
- Full page\$1,500
- Front cover inside (color)\$2,250
- Back cover inside (color).....\$2,250
- Back cover outside (color)\$2,250

Nonmember Prices

- 1/8 page\$400
- 1/4 page\$600
- 1/2 page\$950
- Full page\$2,000
- Front cover inside (color)\$2,750
- Back cover inside (color) or\$2,750
- Back cover outside (color)\$2,750

Total Due \$ _____

- Ad artwork has been emailed
- Ad artwork has not been emailed but will be emailed by the deadline of December 27, 2019
- Please use the same ad artwork that I used in the 2018 Resource Guide

**Any ads cancelled after December 27, 2019 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
Register Online at pnsfa.org**