

# 2021-2022 PPA MEMBERSHIP DIRECTORY ADVERTISING ORDER FORM



If you advertised in the 2020–2021 directory and wish to use the same advertisement as last year, you may mark the appropriate space below. This will be accepted as your copy submission. **However, you may be asked to resize your ad to the new specifications as seen on page 2.**

Use same 2020–2021 directory design?  Yes  No

If you wish to change your ad or if this is your first advertisement in our directory, you may submit your ad by sending an email to Jessica Reeder: [jreeder@papetroleum.org](mailto:jreeder@papetroleum.org).

## AD SUBMISSION DEADLINE – MARCH 30, 2021

### FULL COLOR MEMBERSHIP DIRECTORY AD

- Full Page
- Half Page

### RATE

\$900.00  
\$650.00

### ONLINE ADVERTISING PACKAGE\*

\$350.00

Enhanced Features on the following areas of the PPA website (7/1/21–7/1/22):

- Linked logo on the homepage
- Linked logo and enhanced company listing on the online Buyer's Guide  Use same logo as last year

Your website or preferred landing page URL: \_\_\_\_\_

**\*Membership Directory Ad required for Online Advertising Package.**

**NOTE:** If choosing this option for the first time, please email your company logo in .jpg format to: [jreeder@papetroleum.org](mailto:jreeder@papetroleum.org), for use on our web site.

Company \_\_\_\_\_

Contact Person \_\_\_\_\_ E-mail Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Ext. \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

Total Amount \$ \_\_\_\_\_ Please check method of payment below:

Check Enclosed (Payable to PPA)  Charge my credit card:  Visa  MasterCard  Discover  AMEX

Acct. No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code (on back of card) \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

**CANCELLATIONS AND REVISIONS OF ORDERS FOR ALL ADVERTISING WILL NOT BE ACCEPTED AFTER MARCH 30, 2021.  
DIRECTORIES WILL BE ISSUED APPROXIMATELY JULY 2021.**



Marketers of oil fuels and energy

# DIRECTORY AD SPECS

**PAA 2021-2022  
6 x 9 trim**

**Full Page Ad  
5 wide x 8.25 tall**

**Full Page Ad  
WITH FULL BLEED  
6 wide x 9 tall  
PLUS**

**.125 all the way around for trim  
FOR  
6.25 x 9.25 total ad size**

**Please don't put any text within  
1/2 inch of the 6 x 9 edges**

**Half Page Ad  
5 wide x 4 tall**

## Printing/Binding

**Printing: Offset  
Binding: Coil**

## Supplied Files

**PDF File: PDF must be press quality with 300 DPI Artwork and Fonts embedded. PDF should reflect correct AD supplied size in chart below.**

## Artwork

**Color Art: Artwork must be in CMYK supplied as a TIFF, JPEG or EPS file. Resolution should be 300 DPI at the print size.**

**Original design and revisions or resizing to camera-ready art can be completed at a rate of \$100/hr.**

***NOTE: Please remember to keep all text and anything that should not be cut off at least .25 inch away from the ad finished size and .5 inch away from trim for full bleed ads.***

**\*Not to scale**