



### Gain Valuable Exposure Through PMI Website and Publications

PMI members have outstanding opportunities for exposure through PMI advertising. *All options include a post on PMI's LinkedIn company page.*

## Level 1: \$10,000

**FOUR ADS** in one or more of these PMI communications options:

- **SafePlumbing.org** (32,000 visits, 50,000 page views, over four months. Audience: PMI members and general public). Digital ad will run for 30 days during each of four months.
- **Ripple Effect** (Direct delivery to 1,500+ PMI members and subscribers, plus access via safeplumbing.org). Full-page ads will run in four issues, as space allows.
- **Inside My PMI** (Direct delivery to 500+ PMI members, plus access via safeplumbing.org). Digital ads will run in eight consecutive issues

## Level 2: \$5,000

**TWO ADS** in one or more of these PMI communications options:

- **SafePlumbing.org** (16,000 visits, 25,000 page views, over two months). Audience: PMI members and general public). Digital ad will run for 30 days during each of two months.
- **Ripple Effect** (Direct delivery to 1,500+ PMI members and subscribers, plus access via safeplumbing.org). Full-page ads will run in two issues, as space allows.
- **Inside My PMI** (Direct delivery to 500+ PMI members, plus access via safeplumbing.org). Digital ads will run in four consecutive issues.

## Level 3: \$2,500

**ONE AD** in one of these PMI communication options:

- **SafePlumbing.org** (8,000 visits, 12,500 page views per month. Audience: PMI members and general public). Digital ad will run for 30 days.
- **Ripple Effect** (Direct email delivery to 1,500+ PMI members and subscribers, plus access via safeplumbing.org). Full-page ad will run in one issue, as space allows.
- **Inside My PMI** (Direct delivery to 500+ PMI members, plus access via safeplumbing.org). Digital ads will run in two consecutive issues.

SAFEPLUMBING.ORG	RIPPLE EFFECT	INSIDE MY PMI
<p>Digital ads will run for 30 days.</p> <p>Ad size: 300 x 250.</p> <p>File Formats: PNG, JPG or GIF.</p> <p>Be sure to include a URL for ad link.</p>	<p>Full page ad will run in the next available issue.</p> <p>Ad size: 8.5 x 11 no bleed, 8.75 x 11.25 with bleed. Smaller sizes are acceptable.</p> <p>File Formats: CMYK color EPS, high resolution (300 dpi) JPG, PSD, or PDF.</p>	<p>Digital ads will run in two consecutive issues.</p> <p>Ad sizes: 300 x 250 px, 336 x 280, or 728 x 90.</p> <p>File Formats: PNG, JPG or GIF.</p> <p>Be sure to include a URL for ad link.</p>

# Application and Contract for Advertising

## Instructions

1. Fill in all sections of this contract and keep a copy.
2. Email to Jodi Stuhrberg at [jstuhrberg@safep plumbing.org](mailto:jstuhrberg@safep plumbing.org).
3. Make payment to **Plumbing Manufacturers International**. Checks should be mailed to PMI, 1750 Tysons Boulevard, Ste 1500, McLean, VA 22102. If you are paying via credit card, include the credit card information below.
4. Submit advertising artwork to Jodi Stuhrberg.

## Company Information

Company Name: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Key Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

## Advertising Levels

- Level 1 - \$10,000 one-time fee
- Level 2 - \$5,000 one-time fee
- Level 3 - \$2,500 one-time fee

TOTAL AMOUNT \$ \_\_\_\_\_  
(Checks or credit card accepted)

## Acceptance

We understand and agree to abide by the terms and conditions set forth in the rules and regulations which form a part of this contract between our firm and Plumbing Manufacturers International (PMI). We further understand and agree that this is not a contract until officially accepted by PMI.

Accepted by Advertiser:

\_\_\_\_\_  
Signature Title Date

## Payment Method

Check enclosed made payable to: Plumbing Manufacturers International

Or, charge my  AMEX  VISA  MasterCard  Discover in the amount of \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_ Sec. Code \_\_\_\_\_

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

### For more information please contact:

Jodi Stuhrberg, PMI Director of Programs and Administration  
[jstuhrberg@safep plumbing.org](mailto:jstuhrberg@safep plumbing.org)  
847-481-5500 ext. 107

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