

2010 Advertising Opportunities

PIMA ConnXions Newsletter Advertising

Advertising space is available in *PIMA ConnXions*, the quarterly PIMA newsletter. This publication is also available on the PIMA web site. All advertising rates include color.

- Half Page Horizontal ***\$500 per issue**
- Full Page ***\$750 per issue**

* 10% discount applies for the purchase of 3 ads.

Artwork Specifications

Full-page Ads: Live Page Area = 7.5" X 10"; Trim = 8.5" X 11";
Half-page Ads: Half Page (H) = 7.5" X 5"; Half Page (V) = 3.625" X 10"
Bleeds: Add at least 3/16" around
Original art should be a minimum of 300 dpi at usage size, and final PDF to be a minimum 300 dpi full resolution tiff output.

Onsite Meeting Brochure Advertising

Advertising space is available in the onsite meeting brochures for registrants at the AM, SC and MT Symposium. All advertising rates include color.

- Half Page **\$300**
- Quarter Page **\$250**

Artwork Specifications

Full-page Ads: Live Page Area = 3" x 7.5"; Trim = 3.5" X 8.25"; Half-page Ads: 3" X 4"
Bleeds: Add at least 3/16" around
Original art should be a minimum of 300 dpi at usage size, and final PDF to be a minimum 300 dpi full resolution tiff output.

Membership Directory & Buyers Resource Guide Advertising

Advertising space is available in the *PIMA Membership Directory & Buyers Guide*. This directory and resource tool is published annually in June. All advertising rates include color.

- Back Cover **\$2,500**
- Inside Covers **\$2,500**
- Full Page Tab **\$2,250**
- Full Page **\$1,700**
- Half Page **\$750**

Artwork Specifications

Full-page Ads: Live Page Area = 7.5" X 10"; Trim = 8.5" X 11"
Half-page Ads: Half Page (H) = 7.5" X 5"; Half Page (V) = 3.625" X 10"
Bleeds: Add at least 3/16" around
Original art should be a minimum of 300 dpi at usage size, and final PDF to be a minimum 300 dpi full resolution tiff output.

Web Page Banner Advertising

Banner advertising available on the homepage of the PIMA Web site. Ad size is 120 x 140 pixels and no larger than 250KB.

\$500/six months

Your Opportunity for Increased Visibility...



The Professional Insurance Marketing Association is the forum for the leading Agents, TPAs, Brokers, Companies and Business Partners involved in the direct marketing of group insurance products.

...Your 2010 Invitation To Sponsor

pima

817-569-7462
www.pima-assn.org

pima

2010 Level Sponsorships

AM = Annual Meeting; SC = Summer Conference

Diamond Level Sponsorship (\$15,000)

- Co-sponsorship (with PIMA) of one event, to include verbal/podium acknowledgement, signage, program recognition and logo cocktail napkins (lottery-based). See listing below (value \$2,500):
 - Opening Reception at Annual Meeting (AM) or Summer Conference (SC)
 - Closing Pre-dinner Reception at AM or SC
 - Closing Dessert Reception at AM
- One free meeting registration at AM (\$1,000)
- One free meeting registration at SC (\$1,000)
- One free golf registration at AM (\$200)
- Recognition in each *ConnXions* issue in Sponsor Thank You listing

Conference Recognition

- Diamond Level Banner above stage at all conferences
- Verbal/podium recognition at all conferences
- One Reserved Diamond Table for 10 at each conference dinner
- Full page, color ad in all conference onsite meeting brochures (\$1,500)
- Recognition/Sponsor Thank You in all meeting brochures

Advertising

- Full page, color tab ad in *Membership Directory & Buyers Guide* (\$2,500)
- Full page, color ad in each issue of PIMA newsletter/*ConnXions* issue (\$2,500)
- Recognition in each *ConnXions* issue in Sponsor Thank You listing
- Permanent logo/banner ad on PIMA Web site Home page with link (\$1,000)
- Link from Company name on Sponsor Page on PIMA Web site

Gold Level Sponsorship (\$7,500)

- One free meeting registration at AM (value \$1,000)
- One free meeting registration at SC (value \$1,000)
- One free golf registration at AM (\$200)
- Recognition in each *ConnXions* issue in Sponsor Thank You listing

Conference Recognition

- Gold Level Banner above stage at all conferences
- Verbal/podium recognition at all conferences
- Half page, color ad in all onsite meeting brochures (\$900)
- Recognition/Sponsor Thank You in all meeting brochures

Advertising

- Half page, four color ad in the *Membership Directory & Buyers Guide* (\$750)
- Half page, four color ad in two issues of PIMA's *ConnXions* newsletter (\$1,100)
- Link from Sponsor page on PIMA Web site

Silver Level Sponsorship (\$5,000)

- One free meeting registration at AM or SC (\$1,000)
- Recognition in each *ConnXions* issue in Sponsor Thank You listing

Conference Recognition

- Silver Level Banner above stage at all conferences
- Verbal/podium recognition at all conferences
- Recognition/Sponsor Thank You in all meeting brochures

Advertising

- Half page four color ad in the *Membership Directory & Buyers Guide* (\$750)
- Half page, four color ad in one issue of PIMA's *ConnXions* newsletter (\$500)
- Link from Sponsor page on PIMA Web site

2009 PIMA Sponsors Included

Affinion

AmWINS/NEBCO

Aon

ARAG

Chubb & Son

Co-Ordinated Benefit

Plans

Empire Meeting

Solutions

Epsilon

Gilsbar

The Hartford

ING Association Sales

KnowledgeBase

Marketing

Liberty Mutual

Marsh Consumer

MasterCard Worldwide

MetLife

New York Life

Norris Creative

Pearl Insurance

Prudential

TPG Direct

Transamerica Affinity

2010 Single Event Sponsorships

Annual Meeting

- Keynote Speaker (as available) **\$2,500**
- Reception (as available, includes logo napkins) **\$2,500**
- Friday afternoon Networking event (pool cabana, tour, etc.) **\$1,500**
- Breakfast Buffet per day (includes napkins) **\$1,250**
- Welcome Table **\$1,000**
- Tote bag with Company and PIMA logos plus one item for bag **\$1,000**
- Morning Break (2 available) **\$700 per break**
- Specialty item for tote bag **\$350**
- Friday afternoon Golf Tournament
 - Carts & Lunches at one conference **\$2,000**
 - Awards **\$1,200**
 - Hole-in-One-Contest **\$500**
 - Golf Balls **\$350**
 - Individual Holes **\$250 each**

Summer Conference

- Keynote Speaker (as available) **\$2,500**
- Reception (as available, includes logo napkins) **\$2,500**
- Welcome Table **\$1,000**
- Breakfast Buffet per day (includes napkins) **\$1,250**
- Tote bag with Company and PIMA logos plus one item for bag **\$1,000**
- Morning or Afternoon Break (3 available) **\$750 per break**
- Specialty item for tote bag **\$350**

Service Sponsorships

Service Sponsorships include showcasing your firm's talent by doing brochure design.

Recognition includes:

- Firm's name on the printed piece
- Conference podium recognition
- Acknowledgement in PIMA's *ConnXions* newsletter

2010 Advertising Opportunities

PIMA e-ConnXions/e-newsletter Advertising Sponsorship

A banner ad with your logo, brief message and a link to your company Web site plus acknowledgement for sponsorship of that e-newsletter. Ad size is 120 x 140 pixels and no larger than 250KB.

***\$350 per issue**

* 10% discount applies for the purchase of 3 ads.

More Advertising See Overleaf ⇨