



# 2011 Bundled Membership Value Breakdown

Gold Member	Bundled Rates <sup>1</sup>	Non-Bundled Rates	Silver Member	Bundled Rates <sup>1</sup>	Non-Bundled Rates	Bronze Member	Bundled Rates <sup>1</sup>	Non-Bundled Rates
PVA Membership Dues	\$871.00	\$968.00	PVA Membership Dues	\$871.00	\$968.00	PVA Membership Dues	\$871.00	\$968.00
MariTrends Exhibit Booth Space	\$1,255.00	\$1,395.00	MariTrends Exhibit Booth Space	\$1,255.00	\$1,395.00	MariTrends Exhibit Booth Space	\$1,255.00	\$1,395.00
11 b/w full page FOGHORN ads (\$536/Month)	\$5,896.00 <sup>2</sup>	\$7,700.00	11 b/w 1/2 page FOGHORN ads (\$371/Month)	\$4,081.00 <sup>2</sup>	\$5,335.00	11 b/w 1/4 page FOGHORN ads (\$203/Month)	\$2,233.00 <sup>2</sup>	\$2,915.00
PVA Membership Directory Ad - Full Page	\$654.00	\$855.00	PVA Membership Directory Ad - Full Page	\$654.00	\$840.00	PVA Membership Directory Ad - 1/2 Page	\$421.00	\$551.00
<b>Total Annual Cost</b>	<b>\$8,676.00</b>	<b>\$10,918.00</b>	<b>Total Annual Cost</b>	<b>\$6,861.00</b>	<b>\$8,538.00</b>	<b>Total Annual Cost</b>	<b>\$4,780.00</b>	<b>\$5,829.00</b>
Cost if Purchased Separately	\$10,918.00		Cost if Purchased Separately	\$8,538.00		Cost if Purchased Separately	\$5,829.00	
<b>Bundled Savings</b>	<b>\$2,242.00</b>		<b>Bundled Savings</b>	<b>\$1,677.00</b>		<b>Bundled Savings</b>	<b>\$1,049.00</b>	
<b>Additional Bundled Member Savings</b>		<sup>3</sup>	<b>Additional Bundled Member Savings</b>		<sup>3</sup>	<b>Additional Bundled Member Savings</b>		<sup>3</sup>
Second Color	<b>FREE</b>		Second Color	<b>FREE</b>		Second Color	<b>FREE</b>	
<b>BUNDLED UPGRADE OPTIONS AVAILABLE AT ADDITIONAL INCREMENTAL COST <sup>2</sup></b>								
<b>4 Color Upgrade</b>						<b>1/4 to 1/3 Page Upgrade</b>		
Monthly	\$191.00		<b>1/2 to Full Page Upgrade</b>			Monthly	\$69.00	
Annually	\$2,100.00		Monthly /Annually	Upgrade to Gold		Annually	\$759.00	
<b>Inside Covers (Includes 4 Color Upgrade)</b>								
Monthly	\$307.00		<b>4 Color Upgrade</b>			<b>1/4 to 1/2 Page Upgrade</b>		
Annually	\$3,377.00		Monthly	\$191.00		Monthly/Annually	Upgrade to Silver	
<b>Outside Cover (Includes 4 Color Upgrade)</b>			Annually	\$2,100.00				
Monthly	\$395.00					<b>4 Color Upgrade</b>		
Annually	\$4,345.00					Monthly	\$191.00	
						Annually	\$2,100.00	

<sup>1</sup> Rates include 10% bundled discount plus 15% discount for digital-ready art

<sup>2</sup> Rates include 10% bundled discount plus 15% discount for digital-ready art

<sup>3</sup> All bundled members receive a second color FREE

**NOTE:** To increase ad size from 1/4, or 1/2 to full page, purchase the next highest bundled member level



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