



2017 Bundled Membership Value Breakdown

Gold Member	Bundled Rates	Non-Bundled Rates	Silver Member	Bundled Rates	Non-Bundled Rates	Bronze Member	Bundled Rates	Non-Bundled Rates
PVA Membership Dues	\$1,312.00	\$1,458.00	PVA Membership Dues	\$1,312.00	\$1,458.00	PVA Membership Dues	\$1,312.00	\$1,458.00
MariTrends Exhibit Booth Space	\$1,435.00	\$1,595.00	MariTrends Exhibit Booth Space	\$1,435.00	\$1,595.00	MariTrends Exhibit Booth Space	\$1,435.00	\$1,595.00
11 b/w full page FOGHORN ads	\$6,377.00 ¹	\$11,638.00 ³	11 b/w 1/2 page FOGHORN ads	\$4,414.00 ¹	\$8,998.00 ³	11-b/w 1/4 page FOGHORN ads	\$2,415.00 ¹	\$6,303.00 ³
PVA Membership Directory Ad - Full Page/4-clr	\$915.00 ¹	\$1,396.00	PVA Membership Directory Ad - Full Page/4-clr	\$915.00 ¹	\$1,396.00	PVA Membership Directory Ad - 1/2 Page	\$455.00 ¹	\$846.00
Total Annual Cost	\$10,039.00	\$16,087.00	Total Annual Cost	\$8,076.00	\$13,447.00	Total Annual Cost	\$5,617.00	\$10,202.00
Cost if Purchased Separately	\$16,087.00		Cost if Purchased Separately	\$13,447.00		Cost if Purchased Separately	\$10,202.00	
Bundled Savings	\$6,048.00		Bundled Savings	\$5,371.00		Bundled Savings	\$4,585.00	
Additional Bundled Member Savings		²	Additional Bundled Member Savings		²	Additional Bundled Member Savings		²
Second Color	FREE		Second Color	FREE		Second Color	FREE	

BUNDLED UPGRADE OPTIONS AVAILABLE AT ADDITIONAL INCREMENTAL COST

4 Color Upgrade						1/4 to 1/3 Page Upgrade		
Monthly	\$207.00		1/2 to Full Page Upgrade			Monthly	\$78.00	
Annually	\$2,277.00		Monthly /Annually	Upgrade to Gold		Annually	\$858.00	
Inside Covers (Includes 4 Color Upgrade)								
Monthly	\$332.00		4 Color Upgrade			1/4 to 1/2 Page Upgrade		
Annually	\$3,652.00		Monthly	\$207.00		Monthly/Annually	Upgrade to Silver	
Outside Cover (Includes 4 Color Upgrade)			Annually	\$2,277.00				
Monthly	\$428.00					4 Color Upgrade		
Annually	\$4,708.00					Monthly	\$207.00	
						Annually	\$2,277.00	

¹ Rates include 10% bundled discount plus 15% discount for digital-ready art

² All bundled members receive a second color FREE

³ 2-color rate

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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