



# Iowa Pet Breeders Association

## 2017 Contract

### Sponsorships and Advertising

IaPBA has appreciated your support in the past and looks forward to our partnership with you this coming year to promote your business! Enclosed are the sponsorship and advertising plans IaPBA is offering this coming year. Please refer to the plans and then indicate which of the following plans you will be using in 2017, sign and date the contract and return it by January 15, 2017 to:

Terisa Winters Steiber 1902 Village Creek Drive, Lansing, IA  
 Phone: (563) 586-2443 email: steiber64@gmail.com  
 Fax: (563) 586-2443

### Sponsorships:

Diamond Sponsorship (\$2500) \_\_\_\_\_ Emerald Sponsorship (\$2000) \_\_\_\_\_  
 Sapphire Sponsorship (\$1500) \_\_\_\_\_ Ruby Sponsorship (\$1000) \_\_\_\_\_

### Advertising: opportunity to advertise in electronic yappers if you advertise in pre-seminar yapper or Directory

<b>Pre-Seminar Yapper, 2017</b>	Full page, \$250	½ page, \$150	¼ page \$100	
<b>Electronic Yapper 2017</b>	Full page-\$200	½ page-\$100	¼ page \$50	
<b>Directory</b>	Full page, \$350	½ page, \$250	¼ page, \$200	
<b>2016-2018</b>	Not available	Not available	Not available	

Booths wanted at seminar for 2017-(\$300 for first one and \$250 each additional needed

# wanted reserved \_\_\_\_\_ \*no dogs allowed at this facility

Company \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_

Signed \_\_\_\_\_ Title \_\_\_\_\_  
 (Company official authorized to enter into contractual agreement)

Date \_\_\_\_\_

(This is a binding 1 year contract between IaPBA and the business listed on this form.)



## Iowa Pet Breeders Association 2017 Sponsorships and Advertising

*IaPBA is making changes to keep pace with the changing marketing scene of our industry.*

**1) IaPBA Directory: Change:** Starting in 2012, IaPBA will be sending out a directory every two years. 2016 is a directory year. The advertising rate will be as follows: 1 page - \$350; ½ page - \$250; ¼ page - \$200

*\*Deadline for Directory ad is May 15, 2016. This publication has been printed for this year.*

**2) IaPBA Yapper: Change:** Starting in 2012, there will be one full sized pre-seminar issue in January containing advertising. The distribution number for this issue usually is around 1000. The remaining five issues will be electronic yappers.

The advertising rate for the pre-seminar Yapper issue will be as follows:

1 page - \$250; ½ page - \$150; ¼ page - \$100

*\*Deadline for a pre-seminar Yapper ad is January 10, 2017.*

*\*\*\*An additional advertising opportunity available to those whom advertise in our pre-seminar yapper or our directory is to advertise in our electronic edition of the yapper. The same ad will be run in all electronic editions and needs to be submitted by February 1, 2017. Costs for those ads will be as follows:*

*1-page-\$200; ½ page-\$100; ¼ page-\$50*

**3) Memberships: No changes:** \$50/member (If you have a booth at this year's seminar, you are given one membership as part of the package.)

**4) Seminar Booths: Change:** The location of our seminar has changed to Des Moines, Iowa at the Airport Holiday Inn and it will be held on **March 17 and 18, 2017**. Cost will be \$300 for first booth, \$250 for each additional booth.

**NO DOGS WILL BE ALLOWED IN THIS FACILITY!**

**5) GEM sponsors program: There are some changes! Any non -directory year the ads will appear in all emailed yappers. This is a non-directory year.**

**Diamond: \$2500**

- 2 full page ads in Directory
- 2 full page ads or inserts in Pre-seminar Yapper
- 2 booth spaces at the annual seminar
- Premium link ad on every page of IaPBA website

**Emerald: \$2000**

- 1 full page ad in Directory
- 1 full page ad or insert in Pre-seminar Yapper
- 1 booth space at the annual seminar
- Premium link ad on IaPBA website homepage

**Sapphire Gem: \$1500**

- 1 full page ad in the Directory
- 1 full page ad or insert in Pre-Seminar Yapper
- 1 booth space at the annual seminar
- Link Ad on IaPBA Website homepage

**Ruby Gem: \$1000**

- ½ page ad in Directory
- ½ page ad in Pre-Seminar Yapper
- 1 booth space at the annual seminar
- Small Link Ad on IaPBA Website homepage

*\*All sponsors will be recognized in the five mini issues of the Yapper that go out each year in addition to recognition in the Pre-Seminar Issue and on signage we display at various venues throughout the year. IaPBA's website receives approximately 7 to 12 thousand hits a month.*

- 
- a) Payment for the seminar booth and the ads in the pre-seminar issue of the Yapper and the mini-yapper ads is due by February 1, 2017.**

- b) Payment for ads in the Directory is due by May 15, 2016.
- c) Please send billing address and payments to: Carla Zumbach, 21473 200<sup>th</sup> Ave., Monticello, IA 52310  
Phone: (319)465-5782
- d) Please send all correspondence concerning ads and seminar booths to Terisa Winters Steiber 1902  
Village Creek Drive, Lansing , IA 52151  
Phone: (563)-586-2443 Fax (563)-586-2443 Email: steiber64@gmail.com