

# MASS EMAIL AGREEMENT FORM

## PROFESSIONAL SKATERS ASSOCIATION

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## Advertising Policies:

The Advertiser is responsible for providing all information and digital artwork to meet specifications. PSA reserves the right to determine the suitability of all ads submitted for distribution, and to reject advertising that does not meet its editorial or digital criteria.

Sign and date to verify that you have read and agree to the copy and requirements set forth in the Advertising Agreement.

## Category

- Competition/Show  Job Openings  Notice/Info  
 Product/Service  Workshop/Camp  Other

## Contact Information

Advertiser \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Daytime Phone \_\_\_\_\_  
 E-mail Address \_\_\_\_\_  
 Subject Line \_\_\_\_\_

## Pricing:

- \*PSA Today \$50
- 1 Area \$40
- 4 Areas \$85
- 8 Areas \$115
- Full Membership List \$225

Web ad included in above prices.

- Web Ads **ONLY!** \$25  
 Text only 50 words or less. For Job Opportunities.

## Requirements for Mass Emails:

1. Emails should be 200 words or less
2. Ad & Agreement form must be sent to PSA 2 weeks prior to send date to ensure it is sent out on a specific date.
3. Links or graphics can be included, with a max of 4 images. Jpeg or pdf preferred. Size 200 pixels, 72 dpi or 2.5in. x 2.5in.
4. Information must be skating or coaching related
5. No improper or offensive language
6. Email ad to jlsantee@skatepsa.com
7. Make sure your ad has been proofed and finalized before sending
8. All ad submissions must be approved by PSA prior to distribution

\*PSA Today eblasts are sent out to the full membership list twice per month pending other necessary in-house communications. Requests for PSA Today ads will be included providing agreement is submitted at least three business days prior to next scheduled e-blast.

## Requirements for PSA Today:

1. 100 words or less
2. 1 link and 1 graphic allowed
3. Keep graphics to 72 dpi

## Select the areas you would like to blast to.

- |  |  |   |   |  |
|--|--|---|---|--|
| <input type="checkbox"/> <b>AREA 1</b><br>New Hampshire, Maine Vermont<br>Massachusetts (all zip codes<br>beginning with 01)         | <input type="checkbox"/> <b>AREA 5</b><br>Delaware, SE Pennsylvania  | <input type="checkbox"/> <b>AREA 9</b><br>Alabama, Indiana, Kentucky,<br>Mississippi, Ohio, Tennessee           | <input type="checkbox"/> <b>AREA 13</b><br>Colorado, New Mexico                                     | <input type="checkbox"/> <b>AREA 17</b><br>International               |
| <input type="checkbox"/> <b>AREA 2</b><br>Rhode Island, Connecticut<br>Massachusetts (all zip codes<br>beginning with 02,<br>Boston) | <input type="checkbox"/> <b>AREA 6</b><br>Maryland, D.C., Virginia, West<br>Virginia   | <input type="checkbox"/> <b>AREA 10</b><br>Minnesota, Wisconsin, Michigan<br>(upper) South Dakota, North Dakota | <input type="checkbox"/> <b>AREA 14</b><br>Idaho, Oregon, Washington,<br>Montana<br>Wyoming, Alaska | <input type="checkbox"/> <b>FULL</b><br><b>AREAS 1-17</b><br>ALL AREAS |
| <input type="checkbox"/> <b>AREA 3</b><br>New Jersey, Metro New York   | <input type="checkbox"/> <b>AREA 7</b><br>Florida, Georgia, North Carolina<br>South Carolina, Tennessee<br>(Chattanooga only; 374 Zip Codes) | <input type="checkbox"/> <b>AREA 11</b><br>Illinois, Iowa, Missouri   | <input type="checkbox"/> <b>AREA 15</b><br>Northern California, Northern<br>Nevada, Utah, Hawaii    | <b>See the full area map</b>   |
| <input type="checkbox"/> <b>AREA 4</b><br>West New York, NW Pennsylvania   | <input type="checkbox"/> <b>AREA 8</b><br>Michigan (lower peninsula)   | <input type="checkbox"/> <b>AREA 12</b><br>Texas, Arkansas, Oklahoma, Kansas<br>Louisiana, Nebraska             | <input type="checkbox"/> <b>AREA 16</b><br>Southern Nevada, Southern<br>California, Arizona         | <b>Full Map</b>  |

## CREDIT CARD PAYMENT

We accept MasterCard, VISA, Discover or American Express:

# Account \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 3 or 4-digit code \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

## For Office Use Only

Approved \_\_\_\_\_  
 Date \_\_\_\_\_