



USPCA Advertising Rates, Publication Schedule and Promotional Opportunities

Advertising is accepted for USPCA's periodic **print publications, online communications**, and in the **USPCA Conference brochure**. USPCA's publications offer personal chefs the latest news about their profession, information on current and emerging issues facing small businesses, entrepreneurs, the food industry and the personal chef profession as well as updates on USPCA's activities.

Print advertising opportunities include:

- Personal Chef Quarterly Magazine USPCA Weekly Update Convention Program

Classifieds ads are accepted for all print publications.

Display, Sponsorship and Promotional Opportunities are also offered at the Annual Conference.

News Spotlight *Rate:* \$75

Want to give more detailed info about your organization? Purchase a news story in the news section where you can list information about your business with a photo.

Electronic opportunities include:

- USPCA Weekly Update e-newsletter
 Website advertising
 USPCA.net member site Hire-A-Chef.com USPCA.com public site

USPCA also offers the opportunity to sponsor workshops at the Annual Conference.

For more information, to request a sample of any publication or to mail an advertisement, contact:

Vince Likar
(800) 995-2138 vlikar@uspca.com

Ad Formats

Ads must be in a digital format or high-quality laser print.

The following formats are accepted, with a minimum of 300 dpi: .eps, .tif and .pdf.

Discounts

- USPCA members receive a 20% discount on print, web, and classified ads.
- USPCA members are eligible for 30 days of free website classified advertising for office space or "For Sale" advertisements (job opportunities must be submitted through the Career Center).
- USPCA-MCE approved providers receive a 10% discount on display ads.
Sign up for two or more advertising opportunities and receive a 10% discount.

Print Publication: *Personal Chef*

Personal Chef is the quarterly magazine of the United States Personal Chefs Association. Published quarterly in January, April, July, and October, this magazine has a circulation of 1,500.

Closing date:

2011 *Personal Chef* Magazine: July 1, 2011

Black & White Advertising Rates

Size	Rate
8x10 ½ vertical	\$500
8x5 horizontal	\$325
3x5 vertical	\$225
11/4 x 3 horizontal	\$125

For special position ads (inside front cover, inside back cover), there is a 15% up-charge.

Print Classifieds *Rates:* First 50 words: \$60; each additional 10 words: \$5

Classified advertisements will be available in *Personal Chef* magazine. Please specify one of the following ad categories: Job Market, For Sale, Office Space, Workshops/Seminars, or Miscellaneous. These rates include **free posting of your classified ad on USPCA's website for one month**, commencing with the publication print date.

USPCA Weekly Update E-Newsletter *Rates: \$150 per ad (advertise 25 times and take 50% off!)*

USPCA Weekly Update is USPCA's weekly electronic newsletter, sent out every Monday morning. The newsletter is sent to 1,500 members and interested parties and contains features such as the President's Message, News, Advocacy Alert, and Member Benefit of the Month. Only three spaces are available for advertising each week, so reserve your space today!

2011 Annual Convention Registration Brochure

USPCA's 2011 Annual Convention takes place August 4 - 7 at the Buena Vista Palace at Walt Disney World in Florida. 2,000 brochures will be mailed approximately September 1, 2010. Program attendance is estimated at 350 personal chefs. Program advertisers also receive a free listing on the USPCA Convention webpage.

Closing date: April 15, 2011

Black and White Advertising Rates

Full page (8x10 ½ vertical) \$425

Half page (8x5 horizontal) \$275

For special position ads (inside front cover, inside back cover), there is a 15% up-charge.

Web Advertising

Website sponsor *Rate: \$750 for the year*

USPCA provides the opportunity to communicate with members online. Make your company logo be the first thing members see when they visit www.USPCA.com by being a website sponsor. Only five companies each year are eligible to be a sponsor.

Button Ad *Rates: \$100 a page; \$250 for all pages*

In addition, you can purchase a button that will be the first thing visitors see when they click onto the USPCA.net member site, "About USPCA," or Public section of the websites.

News Spotlight *Rate: \$75*

Want to give more detailed info about your organization? Purchase a news story in the news section where you can list information about your practice, business and a photo.

Conference Tabletop Display and Promotions

USPCA provides opportunities to promote your products and services during the annual conference to all members via a tabletop exhibition held during the conference. USPCA provides a room for vendors as well as a covered tabletop. Events are planned during the meeting in the exhibit room to ensure traffic to your table. In addition, USPCA offers vendors opportunities to sponsor specific workshops and/or sponsor components of the meeting including events and materials.

For details on exhibits and sponsorships contact:

Vince Likar
United States Personal Chefs Association
5728 Major Blvd., Suite 710
Orlando, FL 32819
(800) 995-2138 vlikar@uspca.com

Rate: Tabletop Display: \$500

Sponsorship Opportunities Include:

- Participant Bag Note Pads Pens
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Conference Workshop Sponsor *Rate: \$500*

USPCA offers a variety of interactive workshops during the Annual Conference each year. Sponsor a workshop to market your organization. Your sponsorship includes your company logo and link on USPCA's website, a two-minute introduction at the beginning, and opportunity to place promotional material in each attendee's packet.

For details on workshop sponsorships contact:

Chef Annise Jackson
(214) 558-8177 chefannise@ciachow.net

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