



Business Member Advertiser Outline

Term: 12-months from date of invoice (new) or member renewal date (existing).

\$500 member dues provide advertiser with the following rights and privileges:

In exchange for your \$500 payment, we agree to provide the following business member **starter** benefits:

1. Your supplied banner advertisement on the PAAW website (www.PAAW.us)

Submit your banner ad in either or both large format (150 pixels high x 800 pixels wide) or small format (up to 600 pixels high x 300 pixels wide). We will insert your company's URL address as a click through to your company's website or custom webpage on the PAAW website (not available on the large rotating header banner ad location). In 2016, PAAW's webpages were viewed 21,000 times.

2. Your audio advertisements in five audio podcasts

Please provide audio copy or highlights we can write content. Limit copy to 60 seconds. We will try and target the best program content to include your company information. We will provide proof of performance for podcasts your company's audio ad is included.

3. Your large banner advertisement at the top of statewide emailed newsletter to 13,000 contacts.

If provided, your large format banner advertisement is included three times at the top of our statewide emailed newsletter to 13,000 Wisconsin EMT contacts in our data base.

4. Presentation to PAAW Board of Directors and Member.

Upon request, one scheduled presentation to the PAAW Board of Director's at its regularly scheduled meeting. Presentations typically run no longer than 20 minutes, so the Board of Directors can continue with their business meeting.

5. Contacts webpage

Your contact information is listed on the PAAW website as a Preferred Partner. Persons interested can email you directly from our website.

6. Your own dedicated company webpage on the PAAW website

If you choose creation of a dedicated webpage with your company information, brochures and videos. Content will need to be supplied.

7. Extras if you wish...

- a. Website (www.PAAW.us) fixed footer location on all 245 webpages, \$100 per month.
- b. Your large banner advertisement at the top of our emailed newsletter, \$50 per insertion.
- c. Your large banner advertisement at the bottom of our emailed newsletter, \$25 per insertion.
- d. Additional opportunities mutually agreed and added to this agreement as available.

Questions? Contact Joe Covelli, Executive Director, PAAW, email joe@paaw.us or 414-236-4192.



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In addition, become a sponsor of Wisconsin's most distinguished EMS awards program – Stars of Life. This dinner banquet and awards program recognizes Wisconsin's best emergency medical technicians and paramedics as nominated by their respective employers. The welcome reception and dinner banquet and awards program is co-located with the Paramedic System of Wisconsin conference. The event is Thursday, September 21, 2017 at the Tundra Lodge in Green Bay, Wisconsin. One recipient from the 2017 Wisconsin Stars of Life group will be selected to advance and attend the National Stars of Life event sometime in March 2018 in Washington, D.C.

**Invoices mailed in May 2017.

Gold - \$1,500.00, includes:

- Prominent banner advertisement on Stars of Life webpage (client provided)
- Prominent banner advertisement in all marketing materials
- Stars related email communications (13,000 contacts each time email is sent)
- Company logo on cover of event booklet to also include full page ad (client provided)

Silver - \$500.00, includes:

- Banner advertisement on Stars of Life webpage (client provided)
- Banner advertisement in all Stars related email communications (13,000 contacts each time email is sent)
- Company logo within event booklet

Bronze - \$250.00, includes:

- Company logo on Stars of Life webpage
- Company logo in all Stars related email communication (13,000 contacts each time email is sent)
- Company logo within event booklet

*Banquet dinner tickets available at no-cost depending on sponsor level (Gold 4 tickets, Silver 2 tickets, Bronze 1 ticket). Sponsor or their company representatives must be in attendance for use.

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