

# MEDIA KIT

SURVEYING BEYOND BOUNDARIES



**Are you looking to expand your reach and connect with surveyors in Pennsylvania?** Consider advertising with PSLs! With hundreds of visitors each month on our website, newsletter, and social channels, your ad will be seen by a targeted audience of professionals in the industry. Showcase your products or services to potential customers and increase brand visibility by placing an eye-catching ad on our newly redesigned website, newsletter, and social media channels.

## WEBSITE

Below are a few pages on the PSLs website that are open for advertisements.

### **Exclusive PSLs Homepage Ad.....\$500/quarter**

- Banner ad placed right above the upcoming events section of the PSLs homepage.
- First come, first served as there can only be 1 company advertising per quarter. Limited to 1 ad per company per year.

### **Exclusive Employment Opportunities Sponsor.....\$2,500/year**

- Banner ad at the top of Employment Opportunities webpage (highest visited page on website)
- Branded as the official sponsor of the PSLs Job Board
- Mentioned in monthly social media post highlighting the PSLs Job Board (12 posts per year)
- Mentioned in quarterly newsletters in the job board section of the newsletter (4 newsletters)
- First come, first served as there can only be one sponsor per year.

## SOCIAL MEDIA

### **Social Media Ad.....\$100/post (max 4 per month)**

- Your custom graphic and caption posted on the PSLs LinkedIn and Facebook pages.
  - Provide PSLs with your custom graphic (sized for LinkedIn and Facebook), your caption, and your preferred post date.
- First come, first served as there will only be 4 social media ads per month total on PSLs social media.
- Note: There will be a disclaimer that it is a paid advertisement and that the post does not represent a PSLs endorsement.

## NEWSLETTER - THE PENNSYLVANIA SURVEYOR

### **Newsletter Ad.....Quarterly Options Based on Size**

- Full Page.....\$350 (One Issue) / \$1,200 (Four Issues)
- Half Page.....\$200 (One Issue) / \$700 (Four Issues)
- Quarter Page.....\$125 (One Issue) / \$450 (Four Issues)
- Business Card.....\$60 (One Issue) / \$200 (Four Issues)

PSLS also offers sponsor and exhibiting opportunities at our annual Surveyors' Conference. Check back in August for pricing details.

**If interested, please contact Kelly Ameen at [psls@psls.org](mailto:psls@psls.org).**