

# Membership Information

*"I received a call that started out with 'We've been following your work in Creativa'—I have over \$200,000 in billings with my new client."*



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*“For years I had been trying to get in with a prospect—just got my first bid request through my ad in Creativa Guides. Thank you!”*

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## AUDIENCE/MEDIA

### Annual Print Guides

They're our premium showcase and, yes, they still matter—they're faster and better than Google for finding out who's really tops around town. The guides also provide longevity—we've had advertisers getting calls from books that were over 2-years old. Buyers keep 'em, they use 'em.

Our print guides will be mailed in September—right as corporations are working on the next year's budget—and are designed to be used. They open flat on a spread and are sized to be handy—on or in the desk of every buyer, ready to be referenced when the need arises.

### Who will get them?

Over 2,000 will be direct-mailed to people in positions responsible for making outside marketing partner decisions—CEO's, Marketing and Brand VP's, Directors, and Managers; Creative and Art Directors, and Graphic Designers in the metro area.

### Online

Online promotions run from the first full business week of September until the end last week of August.

### Placement

Within a classification [e.g. Media Buying] Masters are placed before Players which are all before the Listings. Positioning within a size [e.g. when there are multiple Masters within a classification] are placed on "first purchased; first positioned" basis; i.e. by the date/time of your membership.

Your position can be secured with your down payment.

### Materials & Payments

All materials and payment balances are due July 15th.

Material specifications will be e-mailed to you.



## CLASSIFICATIONS

### ADVERTISING

FULL SERVICE  
BRANDING/BOUTIQUE  
DIGITAL  
MULTI-CULTURAL  
SEARCH ENGINE  
MARKETING STRATEGY  
COPYWRITING  
MEDIA BUYING

### DESIGN

GRAPHIC DESIGN  
WEB DESIGN  
CREATIVE/ART DIRECTION  
ILLUSTRATION

### PUBLIC RELATIONS

PUBLIC RELATIONS  
SOCIAL MEDIA

### AUDIO/VIDEO

SOUND ENGINEERING  
VIDEO PRODUCTION  
PRODUCERS  
DIRECTOR OF PHOTO  
EDITORS  
ANIMATORS  
EQUIP MANUFACTURERS  
EQUIP RENTAL  
EQUIP SALES

### MEDIA

PRINT  
OUT OF HOME  
DIGITAL  
RADIO  
TELEVISION

### PHOTOGRAPHY

PEOPLE/FASHION  
ARCHITECTURE/RESORT

### PRODUCT/STILL LIFE

FOOD  
EVENT  
STYLISTS  
ASSISTANTS  
STUDIO RENTAL  
EQUIP MANUFACTURERS  
EQUIP RENTAL  
EQUIP SALES

### PRINTING

PRINTING  
DIGITAL/SHORT RUN  
LARGE FORMAT

### MAILING/ FULFILLMENT

DIRECT MAIL MARKETING  
FULFILLMENT/WAREHOUSE SERVICES  
LISTS  
MAILING SERVICES

### CREATIVE STAFFING

### ASSOCIATIONS



# GOLD MEMBERSHIP

\$1,500/YEAR [SAVE 20% ON 3-YEAR MEMBERSHIP]

## INCLUDED FREE:

- A** FULL, TWO-PAGE SPREAD PROMO IN PRINTED ANNUAL
- C** DIRECTORY PROMO IN PRINTED ANNUAL [SAME CLASSIFICATION]
- D** X-LARGE ONLINE PROMO

<b>A</b> Two-page spread promo <sup>1</sup> [print]	<del>\$1,500</del> <b>\$900</b>
<b>B</b> One-page promo <sup>1</sup> [print]	<del>\$900</del> <b>\$550</b>
<b>C</b> Directory promo [print]	<del>\$175</del> <b>\$100</b>
<b>D</b> X-Large Promo [online]	<del>\$350</del> <b>\$250</b>
<b>E</b> Large Promo [online]	<del>\$250</del> <b>\$175</b>
<b>F</b> Promo [online]	<del>\$150</del> <b>\$100</b>
<b>G</b> Home <sup>2</sup> [3mths/online]	<del>\$150</del> <b>\$100</b>
<b>H</b> Navigation <sup>2</sup> [3mths/online]	<del>\$150</del> <b>\$100</b>
<b>L</b> Leads List [spreadsheet]	<del>\$250</del> <b>\$75</b>

<sup>1</sup> Includes free Directory promo [print, \$175 value]

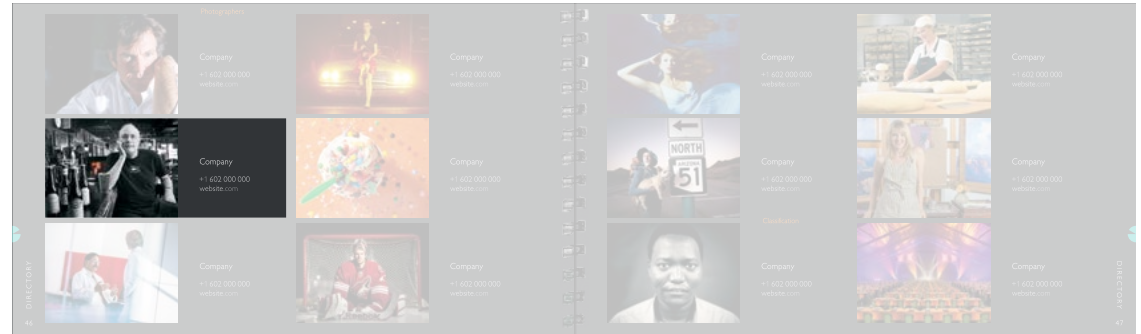
<sup>2</sup> Limited Availability

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**A**



**C**



**D**



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# SILVER MEMBERSHIP

\$850/YEAR [SAVE 20% ON 3-YEAR MEMBERSHIP]

## INCLUDED FREE:

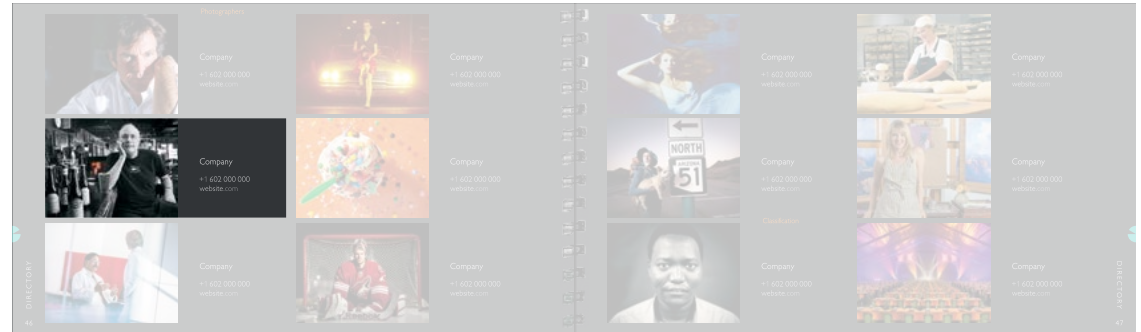
- B** ONE-PAGE PROMO IN PRINTED ANNUAL
- C** DIRECTORY PROMO IN PRINTED ANNUAL [SAME CLASSIFICATION]
- E** LARGE ONLINE PROMO

<b>A</b> Two-page spread promo <sup>1</sup> [print]	<del>\$1,500</del> <b>\$1,200</b>
<b>B</b> One-page promo <sup>1</sup> [print]	<del>\$900</del> <b>\$680</b>
<b>C</b> Directory promo [print]	<del>\$175</del> <b>\$150</b>
<b>D</b> X-Large Promo [online]	<del>\$350</del> <b>\$300</b>
<b>E</b> Large Promo [online]	<del>\$250</del> <b>\$225</b>
<b>F</b> Promo [online]	<del>\$150</del> <b>\$125</b>
<b>G</b> Home <sup>2</sup> [3mths/online]	<del>\$150</del> <b>\$125</b>
<b>H</b> Navigation <sup>2</sup> [3mths/online]	<del>\$150</del> <b>\$125</b>
<b>L</b> Leads List [spreadsheet]	<del>\$250</del> <b>\$175</b>

<sup>1</sup> Includes free Directory promo [print, \$175 value]

<sup>2</sup> Limited Availability

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**Player Name** [www.playersite.com](http://www.playersite.com) +1 000 000 0000

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# BRONZE MEMBERSHIP

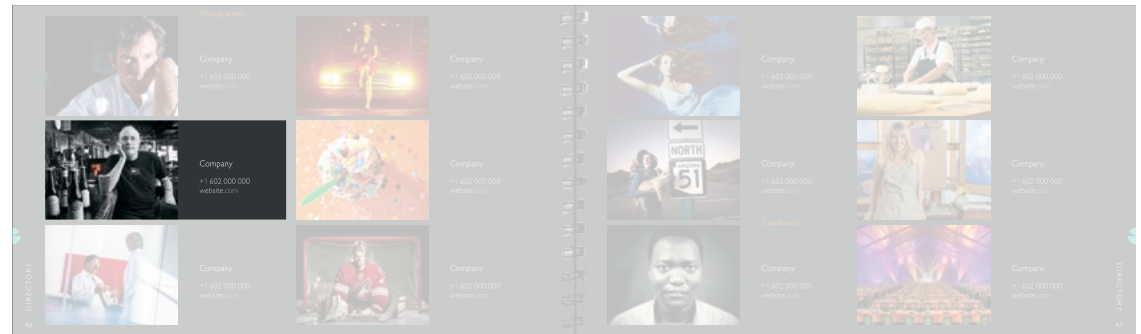
\$250/YEAR

**INCLUDED FREE:**

**C** DIRECTORY PROMO IN PRINTED ANNUAL [SAME CLASSIFICATION]

**F** ONLINE PROMO

Page trim is 8.5" w x 5" h



**C**

<b>A</b> Two-page spread promo <sup>1</sup> [print]	\$1,500
<b>B</b> One-page promo <sup>1</sup> [print]	\$900
<b>C</b> Directory promo [print]	\$175
<b>D</b> X-Large Promo [online]	\$350
<b>E</b> Large Promo [online]	\$250
<b>F</b> Promo [online]	\$150
<b>G</b> Home <sup>2</sup> [3mths/online]	\$150
<b>H</b> Navigation <sup>2</sup> [3mths/online]	\$150
<b>L</b> Leads List [spreadsheet]	\$250

**E**



<sup>1</sup> Includes free Directory promo [print, \$175 value]

<sup>2</sup> Limited Availability



## ADDITIONAL PROMOS

**G** HOMEPAGE PROMO ROTATION

**H** NAVIGATION PROMO

**L** LEADS

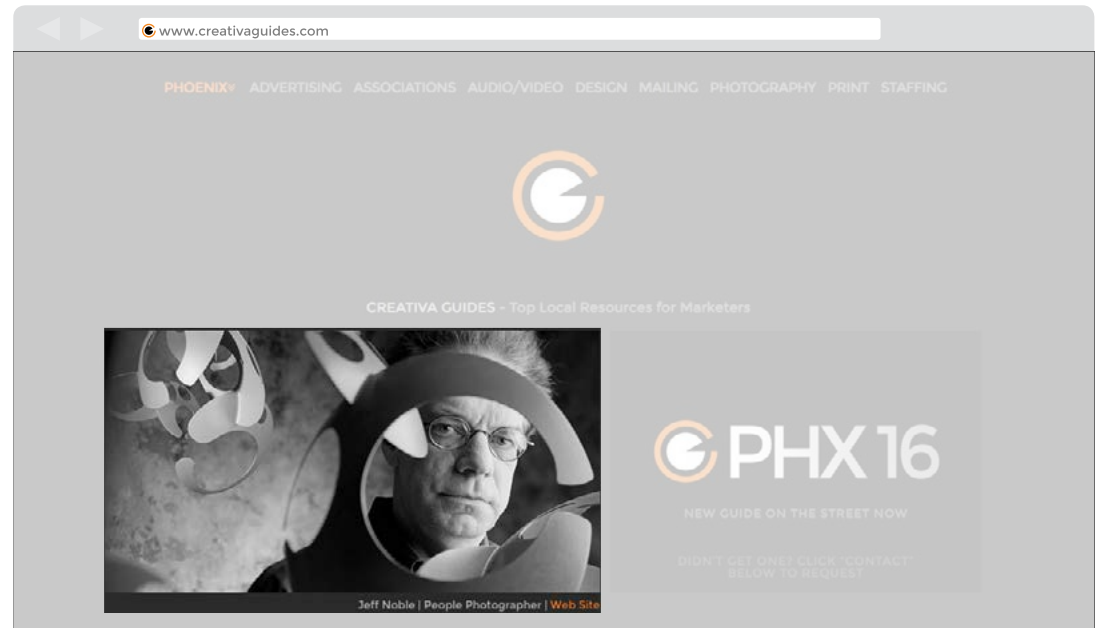
Want to reinforce your ad with a follow-up mailer, see what your prospects are up to or call them?

Our curated list includes<sup>1</sup> names, positions, industries, companies, addresses, websites, personal and corporate Twitter accounts, phone numbers, and approximate company size—and our list is frequently updated.<sup>2</sup>

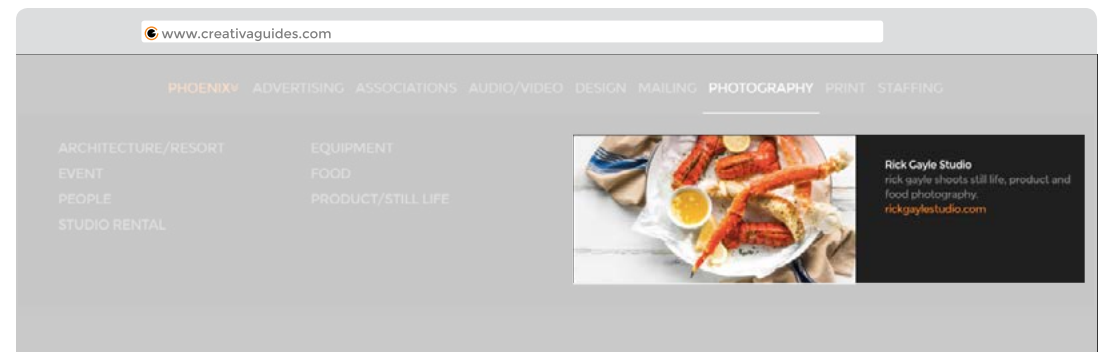
<sup>1</sup> When available.

<sup>2</sup> Our recent analysis showed an overall +30% position/company churn from year to year. We have researched other lists and found them to have data that is up to 2-3 years old. While no list can be perfect—people are always changing jobs—imagine sending out your expensive marketing pieces and 900 of them are going to bad leads! Not here. We verify the positions of our leads several times a year.

**G**



**H**



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