

SURVEY OF OPPORTUNITIES

2011-2012 INDUSTRY PARTNER KIT

The **Illinois Professional Land Surveyors Association** is the voice of Professional Land Surveyors in Illinois. IPLSA is a not for profit, statewide association dedicated to representing and advancing the surveying profession in Illinois by promoting high standards of practice and conduct, and by supporting and encouraging members through continuing education, networking and the use of current technology.

Our members and readers depend on our e-newsletter and website for the latest in-depth news and information affecting the surveying industry throughout Illinois. Our newsletter is distributed to approximately 1000 readers, representing all facets of the surveying industry. The IPLSA Annual Conference is the single largest gathering of surveyors in the state and is the leading provider of continuing education hours for those in the surveying industry.



ILLINOIS PROFESSIONAL LAND SURVEYORS

100 East Washington Street • Springfield, IL 62701

Phone: (217) 528-3053 • Fax: (217) 528-6545

Email: info@iplsa.org • www.iplsa.org

MEMBERSHIP › DIGITAL ADVERTISING › EXPO

IPLSA offers industry partners a world of opportunities to showcase products and services to our members.

IPLSA Membership - Our corporate members are instrumental in providing high quality products and services to the surveying and mapping profession. Corporate members receive discounts on advertising, Annual Conference sponsorships and exhibit space, priority on presenting technical sessions to members, listing in the IPLSA online member directory, listing in each issue of Illinois Surveyor, and access to IPLSA leadership. Corporate membership (Supporting Member Category) is available to industry partners for \$295/year.

Illinois Surveyor eNewsletter – IPLSA’s newsletter is now printed and distributed electronically four times a year, reaching over 1000 readers. The newsletter is designed and appears exactly like the past print version – complete with pages that turn – but it is delivered electronically. Advertisements within the IPLSA e-newsletter link to the advertiser’s website or product information, allowing the reader to access far more information about that company than is possible with an ad in a print newsletter. The eNewsletter is a hit with IPLSA members!!!

IPLSA.org – IPLSA’s website, while currently a go-to source of information for not only the surveying community, but also the general public, is undergoing a complete transformation to make the site more user friendly and informative. Watch for announcements on exclusive web advertising opportunities.

IPLSA ANNUAL CONFERENCE • FEBRUARY 15 – 18, 2012 - The IPLSA Annual Conference will take place at the Crowne Plaza in Springfield, Illinois. The conference draws more than 700 surveyors from Illinois and the surrounding states for three days of learning, networking and socializing with fellow surveyors.

With Professional Land Surveyors needing to earn their professional development hours before their license renews in November 2012, the conference is an ideal opportunity to reach them. Conference opportunities will include exhibit space on the newly enhanced Expo floor, program book ads and other sponsorships. Discounted rates available for IPLSA corporate members. *Watch for the IPLSA conference prospectus this fall!!!*

ILLINOIS SURVEYOR › PRICING

eNEWSLETTER	NonMembers	Member
Full Page	\$300	\$275
1/2 Page	\$225	\$200
1/4 Page	\$175	\$150
Classified	\$50	\$50

SCHEDULES

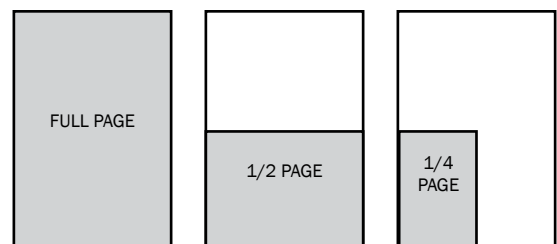
Publication Dates – March, June, September December

Ad Sales Deadlines – February 28, May 31, August 30, November 30

All ads are Four Color Process. Ads will link to the URL you designate. Any website or emails in the text of the ad you submit will also become live in the published document.

AD SPECIFICATIONS

SIZE (in inches)	WIDTH	HEIGHT
Full Page	8.5"	11"
1/2 Page	7"	4.75"
1/4 Page	3.5"	4.75"



Digital file/preferred formats: Adobe InDesign CS4, Adobe Illustrator, Adobe Photoshop or Adobe PDF, provided all fonts are embedded and all color is converted to CMYK. ALL IMAGES must be 300 DPI.

ADVERTISING PLACEMENT ORDER

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-Mail: _____

- We are interested in submitting technical content for the Illinois Surveyor Magazine and/or offering technical presentations at IPLSA events. Please contact us.

ILLINOIS SURVEYOR ADVERTISING

Please indicate the number of ads you wish to place in each issue in the appropriate box(es).

Illinois Surveyor AD PLACEMENT	December 2011	March 2012	June 2012	September 2012
Full Page - \$300/\$275				
1/2 Page - \$225/\$200				
1/4 Page - \$175/150				
Classified - \$50				

2012 IPLSA MEMBERSHIP

- We would like to renew our IPLSA Supporting Membership dues for 2012.
- We would like to join IPLSA as Supporting Members. Enclosed are our dues for 2012.

2012 IPLSA CONFERENCE

The **2012 Conference Prospectus** containing additional information regarding the conference and exhibit/sponsors contract will be available in mid-October. Watch your email and the website for details.

PAYMENT METHOD	AMOUNT: \$ _____
<input type="checkbox"/> CHECK # _____	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX
NAME AS IT APPEARS ON CARD _____	
CREDIT CARD # _____	EXP. _____
BILLING ADDRESS, CITY, STATE ZIP _____	
CARDHOLDER SIGNATURE _____	

Illinois Professional Land Surveyor Association

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Springfield, IL 62701
www.IPLSA.org
info@IPLSA.org

Payments

IPLSA advertising payments are due 30 days from production/placement. Conference payment must be received in order to hold reservations. Check, Visa, Master Card and American Express are accepted.

Contact:

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