

SPECIAL PRICING PROGRAM - PUBLISHER #0974

Program Number - N/A (offered through our Newsletter on specific directories)

www.pinnaclepub.com/natlnews

Program Name - Abbrev: Display Trade Promo

Description

Advertisers are able to purchase any new display ad, Trade Mark, Custom Trade Mark, or Trade Name on new or existing orders at 75% off 1st year, 50% off 2nd year, 25% off 3rd year and ongoing. Color is available on this promotion on all items except Trade Names.

Requirements

Must be a new item.

Revenue must be maintained or increased from previous years to qualify.

Restrictions

N/A

Directories

Contact publisher for a list of directories that qualify. (800.343.8086)

Item Code

Use Standard Item Code featured in Rates & Data (must have advice phrase for discount to be applied)

Discount

75% off 1st year, 50% off 2nd year, 25% off 3rd year and ongoing

Advice Phrase

"Display Trade Promo 1st yr ____" (enter pub year)

Expiration

N/A

Minimum Buy

QC, TM, or TN

Exclusion

Publisher assumes the right to cancel or adjust special pricing programs at anytime without notice.

