



JOIN THE INDEPENDENT GRAPE GROWERS - PASO ROBLES AREA (IGGPRA) TODAY!

To Join, simply complete this application and mail it along with your check to:

IGGPRA, P.O. Box 599, Paso Robles, CA 93447. (Membership Options, Pricing and Benefits - Scroll Down)

If you have any questions, please call Membership Chair Herman Salazar at: **805-467-3280**

MEMBERSHIP APPLICATION		
Choose a category below: <u>"GROWER"</u> , <u>"ASSOCIATE"</u> , <u>"FRIEND OF THE GRAPE"</u> or <u>"STUDENT"</u>		
"GROWER" \$150 Annually Note: <i>Please complete reverse side pertaining to your specific vineyard</i>		
Name(s) of Member(s) :		
Mailing address:		
City:	State:	ZIP:
Home #:	Work #:	Cell #:
E-Mail:		Fax
Website:		
"ASSOCIATE" Annually <i>Circle one:</i> GOLD \$500 SILVER \$200 BRONZE \$100 Note: <i>See Levels and Benefits on reverse side</i>		
Name(s) of Member(s):		
Name of Organization:		
Mailing address:		
City:	State:	ZIP:
Home #:	Work #:	Cell #:
E-Mail:		Fax
Website:		
"FRIEND OF THE GRAPE" \$75 Annually, \$25 for Students (<i>Seminars, socials, website classified, newsletter</i>)		
Name(s) of Member(s):		
Mailing address:		
City:	State:	ZIP:
Home #:	Work #:	Cell #:
E-Mail:		Fax
SIGNATURES		
		Date:

Please check the box to the right if you would **not** like your phone number and address to appear on the website.

IGGPRA is an Association of Viticulture Industry Members Dedicated to the Advancement of Superior Wine Grape Growing

MEMBERSHIP APPLICATION PAGE 2

“GROWER” MEMBERSHIP (continued)

Seminars, website listing and grapes/bulk wine for sale, trade shows, viticulture and winemaker events, social events, bi-monthly newsletters.

Vineyard name:

Vineyard location:

Mailing address:

City: State: ZIP:






Vineyard contact:

Vineyard telephone:






GRAPE GROWN	ACRES	GRAPE GROWN	ACRES

“ASSOCIATE” MEMBERSHIP – Levels and Benefits






GOLD ASSOCIATE - \$500 Annually

-  Graphic logo (160 pix by 80 pix) with hot link to your website prominently displayed on each web page.
-  Up to five advertisements (150 characters, one logo and a link) yearly. The ads appear at the bottom of regularly scheduled IGGPRA eblasts.
-  Text listing on the Associate Member directory page.
-  Seminars, website listing and grapes/bulk wine for sale, trade shows, viticulture and winemaker events, social events, bi-monthly newsletters.
-  Up to five flyers inside the IGGPRA Newsletter (Delivered via email).

SILVER ASSOCIATE - \$200 Annually

-  Graphic ad (100 pix by 50 pix) with hot link to your website displayed at the top of “Associate Member” directory page.
-  Up to three advertisements (150 characters, one logo and a link) yearly. The ads appear at the bottom of regularly scheduled IGGPRA eblasts.
-  Text listing on the Associate Member directory page.
-  Seminars, website listing and grapes/bulk wine for sale, trade shows, viticulture and winemaker events, social events, bi-monthly newsletters.
-  Up to three flyers inside the IGGPRA Newsletter (Delivered via email).

BRONZE ASSOCIATE - \$100 Annually

-  Text listing on the Associate Member directory page.
-  All Bronze members are listed alphabetically by business name.
-  One advertisement (150 characters, one logo and a link) yearly. The ads appear at the bottom of regularly scheduled IGGPRA eblasts.
-  Seminars, website listing and grapes/bulk wine for sale, trade shows, viticulture and winemaker events, social events, bi-monthly newsletters.
-  One flyer inside the IGGPRA Newsletter (Delivered via email).



Advertising with IGGPRA 2012

If you are interested in advertising through e-blasts, on the IGGPRA website, or in the IGGPRA newsletter, then read on.

We suggest that you print this document out and use it as a reference tool for the future.* However, details are subject to change.* If you have any questions, please email your questions to IGGPRA's Agency of Record: AR & Co. PR & Marketing at marketing@arandcompany.com. Thank you.

IGGPRA "Associate" Member Advertising Opportunities

1 - Advertising in the IGGPRA Newsletter with Flyer Inserts

Free for Associate Members (8.5" x 11" full color)

Newsletters go out approximately once a month

Deadline for Flyer Advertisement Inserts: 1 week after each social

***Advertiser *MUST* provide an advertising flyer/artwork to Sharen Bloechl.**

Please remember that volunteers write, assemble and manage the newsletters – dates are subject to change. Call Sharen Bloechl at 805-462-3489 or email her at usaindustries@pacbell.net for more information.

2 – Member Newsletter Want & Biz Classified Advertisements

Free for Associate Members

Maximum 25 words (including title)*

Newsletters go out once a month

Advertiser **must provide **the information** to Sharen Bloechl. You can reach her at 805-462-3489 or at usaindustries@pacbell.net. Deadline for classified ads is 1 week after each social *Please remember that volunteers write, assemble and manage the newsletters – dates are subject to change.**

3 - E-BLAST Advertisements

E-blasts go out approximately twice a month

Gold Associates receive up to 5 eblast ads in a membership year

Silver Associates receive up to 3 eblast ads in a membership year

Bronze Associates receive 1 eblast ad in a membership year

Please pay special attention to the following changes for eblast ads voted on by the board:

- Ads must not exceed 150 words
- Ads will be sent in conjunction with regularly scheduled eblasts
- Ads may include a logo, or photo, and up to two links

If you would like to take advantage of an e-blast advertisement, send the above to angela@arandcompany.com. If you have further questions, please call AR & Company PR & Marketing at 805-239-4443.

4 - Website Advertisements

Free for Gold & Silver Associate Members only

Gold Associates receive (160 X 80 pix) graphic ad with link that rotates on ALL pages of the IGGPRA website.

Silver Associates receive (100 X 50 pix) graphic ad with link that appears on the members' page.

5 - Advertising in the IGGPRA Directory (When Available)

Full Page – 3 ¾" w x 10 ¾" t \$50 (full color)

Half Page – 1 ¾" w x 5 ¼" t \$25 (full color)



Business Card size: \$15 (full color)

IGGPRA “Grower” Member Advertising Opportunities

1 - Advertising in the IGGPRA Newsletter with Flyer Inserts

Free for Growers (8.5” x 11” full color)

Newsletters go out approximately once a month

Deadline for Flyer Advertisement Inserts: 1 week after each social

Advertiser *MUST* provide *an advertising flyer/artwork to Sharen Bloechl.

Please remember that volunteers write, assemble and manage the newsletters – dates are subject to change. Call Sharen Bloechl at 805-462-3489 or email her at usaindustries@pacbell.net for more information.

2 – Member Newsletter Want & Biz Classified Advertisements

Free for Growers

Maximum 25 words (including title)*

Newsletters go out once a month

Advertiser **must provide **the information to Sharen Bloechl.** You can reach her at 805-462-3489 or at usaindustries@pacbell.net. Deadline for classified ads is 1 week after each social *Please remember that volunteers write, assemble and manage the newsletters – dates are subject to change.**

3 – Website Advertisements

Free for Growers

Growers receive a regular listing on the website member list directory

Growers receive “Grapes for Sale,” “Bulk Wine for Sale,” or Classified listings on the IGGPRA website – unlimited.

4 - Advertising in the IGGPRA Directory (When Available)

Full Page – 3 ¾” w x 10 ¾” t \$50 (full color)

Half Page – 1 ¾” w x 5 ¼” t \$25 (full color)

Business Card size: \$15 (full color)



Non Member Opportunities

“Non-member” Advertising Opportunities – Classified Only**

1 - IGGPRA Newsletter, Advertising with Flyer Inserts

\$50 per issue (8.5” x 11” full color)

2 – IGGPRA Newsletter Want & Biz Classified Advertisements

\$25 per classified ad, maximum 25 words (including title)

3 – IGGPRA Website Classified Advertising

\$25 per month, maximum 30 words (includes title and contact info)

4 - IGGPRA Directory Ad (When Available)

Full Page – 3 ¾” w x 10 ¾” t \$50 (full color)

Half Page – 1 ¾” w x 5 ¼” t \$25 (full color)

Business Card size: \$15 (full color)

****Grapes and Bulk Wine for Sale NOT allowed - reserved exclusively for members**