

NEW!

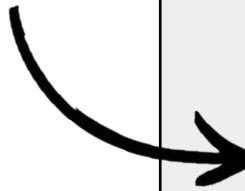
Member-Exclusive Digital Advertising Opportunities

Share information about your business or organization with fellow PBPA members through a dedicated e-blast or a banner ad in our monthly newsletter, The Standard! Your ad will be shared with over 1,000 contacts on the PBPA email distribution list.

This opportunity is only offered to members of the PBPA and availability is limited. For additional information and pricing, please review the next page.

Your Own Dedicated E-blast

A dedicated e-blast features only your content and the PBPA's standard footer and related messaging.



Example E-Blast

Permian Basin Petroleum Association <jamie@pbpa.ccsend.com>
To: Christine Dooley - PBPA

ⓘ If there are problems with how this message is displayed, click here to view it in a web browser.

Your Ad Here!
PBPA is now offering digital advertising opportunities for members! [Learn More](#)

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PB PA
PERMIAN BASIN PETROLEUM ASSOCIATION

Call Us Today!
1-800-123-4567

[Visit our Website](#)

Wed 1/31/2024 10:33

The Standard

Permian Basin Petroleum Association <stephen-pbpa.info@shared1.ccsend.com>

ⓘ You forwarded this message on 1/31/2024 9:23 AM.
If there are problems with how this message is displayed, click here to view it in a web browser.

Suggested Meetings [+ Get more add-ins](#)

[Read the Letter](#)

Labor Law Update

On January 9, the Department of Labor issued a final rule that will force companies to [reclassify some workers](#) as employees instead of independent contractors. The rule, effective in March, will likely increase costs for industries that rely on contract labor, such as trucking and manufacturing.

Those who employ contract laborers need to make sure they are familiar with this new rule, which will require that workers be considered employees rather than contractors when they are "economically dependent" on a company. The rule also rescinds and replaces a Trump administration regulation that provided laborers who own their own businesses or are free to work for competing companies can be treated as contractors.

Your Ad Here!
PBPA is now offering digital advertising opportunities for members! [Learn More](#)

PBPA Events

RECAP: 2024 Top Hand Award Banquet

Wed 1/31/2024 9:21 AM



Banner Ad in The Standard

A banner ad in The Standard would include only your graphic and hyperlink between regular PBPA content in our newsletter.



Advertising Opportunities

In addition to advocating for our members, the PBPA also exists to help members network and grow their business. PBPA members can now purchase advertising opportunities through the association to share business-related content with our email distribution list of over 1,000 contacts.

E-BLASTS

\$250 Single | \$600 Three

Members may purchase the ability for the PBPA to email a dedicated e-blast(s) to its membership. All content (graphics, text, links, etc.) must be provided by the member and the content must be relevant to the business or organization purchasing the e-blast.

Specs:

- The E-Blast should be submitted in a PDF, JPG, or PNG format with artwork included. Please note that the best quality for E-blast is in PDF format.
- Our software for email blasting is Constant Contact. Its standard template width is 600px and the height can be as tall as necessary for the content. Images wider than 600px may display incorrectly.
- File size must be 5MB or smaller.

NEWSLETTER AD

\$150 Single | \$350 Three Ads in 3 Editions of The Standard

Members may purchase the ability for the PBPA to include a 1080px (W) x 300px (H) hyperlinked ad in our monthly newsletter, The Standard. The graphic and link for the ad must be provided by the member and the content must be relevant to the business or organization purchasing the e-blast. Only 3 total banner ads will be permitted per each edition of The Standard.

Specs:

- The Ad should be submitted in a JPG or PNG format with all artwork included.
- Dimensions: 1080px W x 300px H.
- File size must be 5MB or smaller.

NOTE: The above pricing and opportunities are available only to PBPA Members. To inquire about membership or advertising opportunities for non-members, please contact Christine Dooley at christine@pbpa.info.

General Policies for Advertising Options:

- All outstanding invoices, including membership dues, must be paid in full prior to e-blasts or ads being distributed.
- The PBPA reserves the right to refuse any information be distributed at our sole discretion. All ad content must be in line with the requirements imposed on the association by the IRS in accordance with our 501c6 designation, including no political advertising.
- Ad content must be directly related to the members' business or operations.
- All content must be received one week in advance of the send date to guarantee inclusion/distribution. Email all artwork and links to Christine Dooley at christine@pbpa.info.
- Advertisers must approve the layout and content before the close of business the day before the send out date. If final approval is not received, the E-Blast or Ad will be sent as is, and the PBPA will not be responsible for any errors.

