

# **Frequently Asked Questions PIA Branding Program Print Ads**



## **(1) Where do I get the ads?**

Each of the ads is available directly on PIA National's website as a high-resolution PDF file that PIA members can download and provide to their publications and/or printers. Go to [www.pianet.com/piabradingprogram](http://www.pianet.com/piabradingprogram) and follow the links for PIA Members to access the File Download Page. There are no "ad slicks" or CDs available with the ads.

## **(2) How do I put my logo and contact information on the ads?**

Each ad has a blank space for logos and contact information. Simply provide the high-resolution PDF file to your publication and/or printer and they will almost always insert your logo and contact information at no additional cost in return for the advertising/print business.

## **(3) Can I place a company logo on my ad even if the company is not a "sponsor" of the PIA Branding Program?**

Yes, provided you have the company's permission to do so.

## **(4) I represent a company that is a sponsor of the PIA Branding Program. Does that mean that I can use their logo in my ad and/or does that mean I will get reimbursed as part of their cooperative advertising program?**

Not necessarily. Companies' regular logo use and cooperative advertising program rules and restrictions apply, unless an authorized representative of the company has informed you otherwise. Furthermore, not all PIA Branding Program sponsors have cooperative advertising programs.

## **(5) Can companies that don't have cooperative advertising programs become sponsors of the PIA Branding Program?**

Yes, regardless of whether a company has a cooperative advertising program, PIA welcomes the companies that support the independent agency distribution system as sponsors of the PIA Branding Program.

## **(6) I work with a company that is not yet a sponsor of the PIA Branding Program. How can I get them on board?**

Contact Alexi Papandon at [alexipa@pianet.org](mailto:alexipa@pianet.org) or 703-518-1353. He can provide you with a Company Sign-Up Kit for you to personally put in the hands of a company marketing representative (preferred) or send one to your contact on your behalf.

## **(7) Can I make changes to the ads?**

No, not without receiving specific permission from a PIA Branding Program representative at PIA National. PIA Branding Program staff has gone to great lengths to minimize the chance that

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any of the claims made in these advertisements violate federal, state or common law. Additionally, the ads form an important basis of our association's and our members' branded identity. Thus, no changes to the advertisements' copy and/or design elements are permitted without permission.

**(8) Are there any yellow page ads?**

No, however, PIA members may integrate pieces of copy from our advertisements into their ads and include the PIA Main Street Logo. Because this copy is copyrighted, and may only be used by PIA members recognized by PIA National, it is suggested you verify your PIA membership by logging into the PIA Members section of the PIA Branding Program.

**(9) Who do I contact with a question?**

Please do not hesitate to contact the program's managers listed below, or contact them both at [piabrandingprogram@pianet.org](mailto:piabrandingprogram@pianet.org).

Alexi Papandon, Assistant Vice President, Communications  
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Ted Besesparis, Vice President, Communications/Public Relations  
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