

PPB and Promotional Consultant Advertising Policy

Revised June 2010

Below are the official advertising policies of *PPB* and *Promotional Consultant* magazine, beyond any requirements stated in the media kits.

GENERAL ADVERTISING

PPB's and *Promotional Consultant's* primary purposes are to provide Distributors exposure to promotional products and information on selling promotional products to buyers. Products and services, which might be used by distributors to manufacture or decorate products (bypassing suppliers), are not acceptable. As a result, sellers and/or lessors of the following products are ineligible to advertise: manufacturing equipment, machinery, parts or materials used in the production of a product, imprinting and all other similar items (excluding textile-decorating equipment suppliers), which are not customarily sold primarily by Distributors.

SHOW ADVERTISING

The primary purpose of PPAI shows is to provide Distributors exposure to promotional products and information on selling promotional products to buyers. Advertising that is oriented to recruiting distributors or distributor personnel (or supplier personnel) is not permitted in any show-related publications, such as show dailies or exhibit directories. Recruiting-oriented messages are similarly not allowed in other show-related venues like sponsorships and list rentals.

PPB accepts recruitment-oriented advertising in monthly issues only if there is no reference of any sort to meeting prospects at PPAI-sponsored shows. This includes mentions of meeting on site, attending receptions or setting up appointments during the show dates. Such advertising may only encourage prospects to contact the advertiser directly. No recruitment advertising of any kind is accepted in *Promotional Consultant*.

INTERNATIONAL ADVERTISERS

International supplier and distributor companies, whether members or nonmembers, cannot advertise in *PPB* or *Promotional Consultant*. All companies must maintain an office in North America to be eligible to advertise.

VIOLATIONS

In the event an advertiser violates any part of these policies, the ad in question will not be placed in the publication. *PPAI* staff members have the final authority to determine if there has been a violation of these policies and would be pleased to work with any advertiser who has a question about what is or is not acceptable.

NOTE: PPAI reserves the right to change or amend these policies at any time.