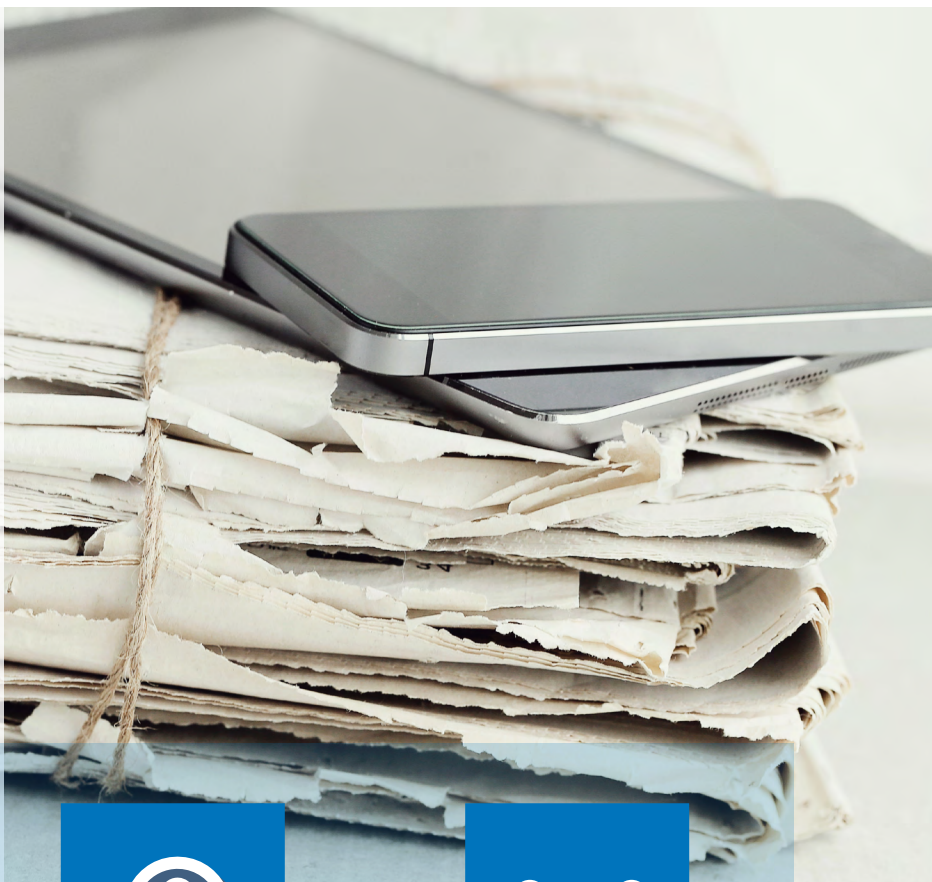


Affiliate members play an essential role at the Pennsylvania NewsMedia Association (PNA). Your organizations connect our more than 250 media partners with services, resources and products they need to operate daily.

The PNA offers many beneficial services to our affiliate members, including multiple ways to engage with representatives from our Pennsylvania news media member organizations.



### **NETWORKING OPPORTUNITIES**

Affiliate members receive invitations to attend PNA's events, giving you access to publishers, decision makers and key personnel in the news industry.



### **ACTIVE ENGAGEMENT**

With a listing in PNA's Vendor Directory, which is prominently featured on the PNA website, your company will gain high visibility and recognition with news media companies across Pennsylvania.



### **MEANINGFUL CONNECTIONS**

Members of the PNA staff are available to connect affiliate members with key contacts across the news media industry turning a cold call into a warm introduction.

*“I have been involved with the PNA for more than 40 years with three different newsprint manufacturers. The PNA is ‘the communication link’ that cements relationships between users and suppliers. The PNA opens doors and offers all the members a smorgasbord of opportunities to share thoughts, ideas, products, services and current information that makes our industry stronger than so many others.”*

**Dick Tabbachino**  
White Birch Paper

## MEMBER BENEFITS

### PNA Vendor Directory

Affiliate member organizations receive a complimentary listing in our Vendor Directory, a valuable resource that lists contact information and a description of our affiliate members' products and services. The Directory is an excellent tool for promoting your brand across Pennsylvania.

### Media Directory

Affiliate members have complete access to the PNA Membership Directory, which provides member-specific information including circulation, group ownership, key personnel, subscription costs and more.

### Headlines & Deadlines

PNA compiles and distributes Headlines & Deadlines (H&D), a weekly e-newsletter, to 1,500+ news media subscribers. Content in H&D includes industry news, association updates, event and training listings and affiliate member highlights. Each week, one of our affiliate members is featured in a spotlight message.

Affiliate members are invited to share company news updates about products and services, current press releases or white papers, discounted pricing offers to members, related training or upcoming webinars via H&D.

### Webinars

PNA will work with you to position your company as an industry expert by delivering educational webinars to Pennsylvania's news media industry.

### Meetings & Events

PNA hosts many meetings and events each year for its members. Affiliate members are invited and eligible to attend at member rates. All events offer opportunities to network and provide information and materials to PNA members and sponsorship packages. PNA provides access to publishers, decision makers and key personnel for each area of the news industry.

Annual meetings for 2021 include the Advertising Symposium, Community Newspaper Forum, PNA Foundation Golf Outing and PNA's Annual Meeting. The full calendar of events is available on the PNA website.

### PNA Big Book Series

News media companies across Pennsylvania are always identifying new opportunities to generate revenue, grow audience and increase reader engagement.

The PNA invites affiliate members to provide educational and actionable articles to be included in a future issue of the Big Book. The entire library of Big Books is available to members through the PNA website.

### One-on-Ones

The PNA staff is available to make personal introductions for you with up to five PNA media members.

### Social Media

Across Facebook, LinkedIn and Twitter, the PNA reaches thousands of media professionals and, as a member, we look forward to sharing our Affiliate members' news and updates through those accounts.



## PNA MEMBERSHIP SNAPSHOT

Affiliate Members . . . . .	59
Business Journals . . . . .	7
College Newspapers . . . . .	24
Journalism Schools . . . . .	5
Newspapers . . . . .	203
Online Members . . . . .	12



## JOIN NOW

Annual membership in the PNA is only \$400 per year for qualified members.

Join now and start connecting with decision makers from the news media industry across Pennsylvania.

To download a membership application, visit our website at:

[www.panewsmedia.org](http://www.panewsmedia.org)

Click on "About us" and "How to join."



**Matt Caylor**

Director, Strategic Services

[matthewc@pa-news.org](mailto:matthewc@pa-news.org)

(717) 703-3040