PPMA INVESTOR BENEFITS

	NPMA Member	PPMA Contributor	Contributor with Mainframe Access	PPMA Guardian
Comprehensive Consumer Focused Industry Awareness Campaign	✓	✓	✓	✓
"Find A Pro" Listing at Pestworld.org	✓	✓	✓	✓
Priority "Find A Pro" Listing at Pestworld.org Outbound Hyperlink to Company Website		✓	✓	✓
Daily Buzz Media Monitoring Service		✓	✓	✓
Local Market Media Coverage and PSA Airings Reports				✓
Company Specific Sensitive Story Monitoring				✓
Media Inquiry Matching (local media interest as a result of PPMA pitching efforts)				✓
Consumer Research				
Quarterly Omnibus Survey Poll Results			✓	✓
Quarterly Omnibus Survey Poll Results with Full Data Tables				✓
Consumer Attitudes Survey Results Summary			✓	✓
Consumer Attitudes Survey Results Summary with Regional Breakdowns				✓
Artificial Intelligence Monthly Reports			✓	✓
Crisis Communications				
Crisis Counseling			✓	✓
Crisis Media and Social Media Monitoring				✓

PPMA INVESTOR BENEFITS

	NPMA Member	PPMA Contributor	Contributor with Mainframe Access	PPMA Guardian
Mainframe Powered by PPMA				
PPMA Editorial Calendar			✓	✓
How-To Resources			✓	✓
Customizable Consumer Outreach Materials including:			✓	✓
Marketing Toolkits			✓	✓
Customizable Press Releases			✓	✓
Customizable Social Media Content			✓	✓
Photos and Video B-Roll			✓	✓
Infographics			✓	✓
Direct Mail Templates			✓	✓
Ready-Made Advertising (TV and Radio Spots)			✓	✓
Industry Visibility				
Eligibility for Participation in the PPMA Marketing Council				✓
Status as an Industry Leader			✓	✓
Invitation to PPMA Investors Reception		✓	✓	✓
Additional Tickets to PPMA Investors Reception				✓
Recognition at Industry Events and in PPMA Materials		✓	✓	✓
Enhanced Recognition at Industry Events and in PPMA Materials				✓

For inquiries, contact Jim Fredericks at
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