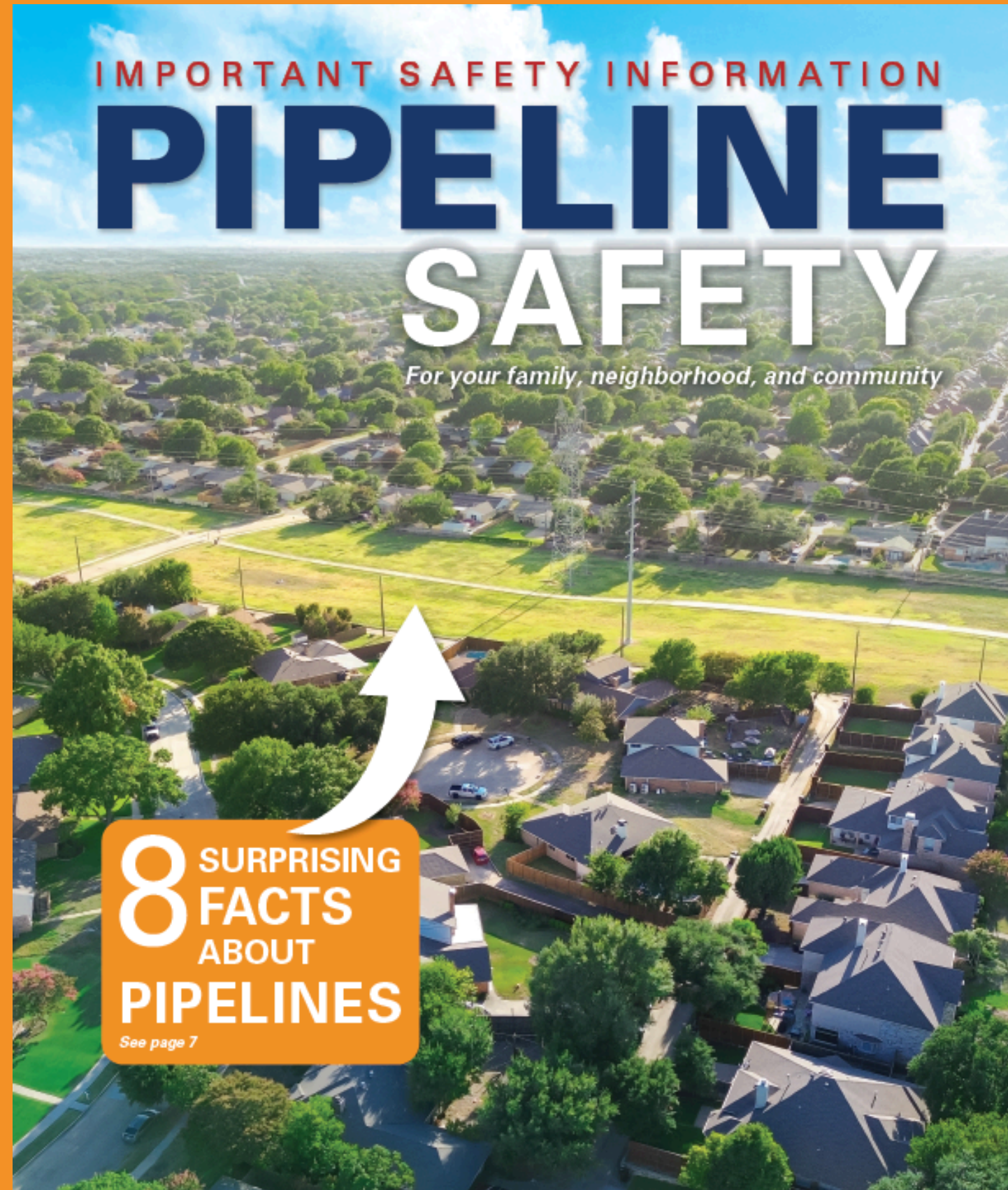




Pipeline Association
for Public Awareness



From Compliance to Collaboration

The Future of Public Awareness

*Introducing PAPA's NEW
Affected Public Program*

Protecting People & Pipelines Since 2004

- Volunteer-driven organization
- Non-profit 501(c)4
- 200+ Pipeline Members

The Pipeline Association for Public Awareness promotes open communication and cooperation with local organizations to enhance public safety, improve emergency preparedness, protect the environment and prevent damage to property and facilities.



ONE VIDEO COULD SAVE YOUR LIFE

Every excavator should see this.



 WATCH NOW!



WIN A \$500 GIFT CARD.

pipelineawareness.org

COMPARTE CON TU COMUNIDAD



ODUCTOS EN TU COMUNIDAD

Las redes de tuberías de recolección, transmisión y distribución transportan de manera segura gas natural, gasoil, petróleo crudo y otros productos energéticos por toda la vida y hasta hogares y negocios en su comunidad. Las líneas de recolección transportan gas natural y otros productos energéticos desde las áreas de producción hasta las instalaciones de procesamiento y se conectan a líneas de transmisión que transportan productos energéticos de una parte del estado o de todo el país. Las líneas de distribución están ubicadas en todas las comunidades y se conectan a hogares y empresas.



MAPAS DE TUBERÍAS

Utilice el Sistema Nacional de Mapas de Oleoductos bit.ly/PHMSA-NPMS o Pipelines Near pipelineawareness.org para obtener más información sobre los oleoductos en su comunidad. Los operadores de tuberías y servicios públicos también mantienen mapas de su sistema de tuberías.



MARCADORES Y MEDIDORES DE TUBERÍAS

Los marcadores de tuberías y los medidores de gas identifican la ubicación general de las tuberías subterráneas. Las marcaciones incluyen el nombre del operador del oleoducto, el número de emergencia y el producto transportado. Algunas, pero no todas, las líneas de distribución están identificadas mediante señales de señalización de tuberías, incluidos marcadores en los aceros. Las líneas de recolección generalmente están ubicadas en áreas rurales y pueden o no estar identificadas con marcaciones permanentes de tuberías.



¿SOSPECHA DE UNA FUGA EN LA TUBERÍA?

Si sospecha que hay una fuga en la tubería, abandone el área, llame al 9-1-1 y notifique al operador de la tubería o del servicio público. No opere ningún dispositivo que pueda causar una chispa cerca de una fuga en una tubería.

Los signos de una fuga pueden incluir:

- Olor a "huevos podridos" (si se agrega olor) o olor químico
- Sonido de silbido, silbido o rugido cerca de una tubería o aparato de gas
- Brillo en el agua o burbujas continuas, vegetación moribunda, suciedad pulverizada en el aire.



MANTENER LAS TUBERÍAS SEGURAS

Los operadores de tuberías y servicios públicos protegen las líneas subterráneas y las comunidades adyacentes mediante la capacitación de los empleados, el mantenimiento y las pruebas regulares, la protección contra la corrosión, el monitoreo del sistema, los protocolos de ciberseguridad y las inspecciones para verificar si hay fugas u otros daños. Los operadores también llevan a cabo actividades regulares de mantenimiento dentro de la sendadura del ducto, incluyendo corte, poda y remoción de árboles. Los planes de gestión de integridad de tuberías están disponibles para revisión y describen las actividades continuas de seguridad y mantenimiento de un operador.



COORDINACIÓN DE RESPUESTA DE EMERGENCIA

Una fuga en una tubería puede encender o contaminar el agua o el suelo. Mientras los socorristas aseguran el área, evalúan la escena y responden a las necesidades médicas y de seguridad inmediatas, el personal de tuberías y servicios públicos restringirá el flujo de gas u otros productos y tomará medidas para minimizar el impacto de la emergencia y proteger al público. El personal de seguridad pública no debe intentar operar válvulas de tuberías.



SIEMPRE CONTACTE AL 811 ANTES DE EXCAVAR

Ullame o haga clic en 811 para solicitar un "boleto de excavación" al menos 3 a 5 días antes de comenzar a trabajar de conformidad con la ley estatal. Espere hasta que todas las líneas estén marcadas y excave con cuidado utilizando herramientas no mecánicas cerca de las líneas subterráneas. Si una tubería sufre daños, informe inmediatamente del daño desde un lugar seguro. Para obtener más información, visite clickbeforeyoudig.com o call811.com.



qrco.de/Pipelines_Community

Why affected public became a priority...

For the past two decades, PAPA has offered three core programs:
Excavators, Public Officials, Emergency Responders

Based on member feedback through the annual meeting and survey,
the PAPA Board decided to make an Affected Public Mailing Project
a strategic project for 2025

A committee was established, RFP issued and a vendor was selected

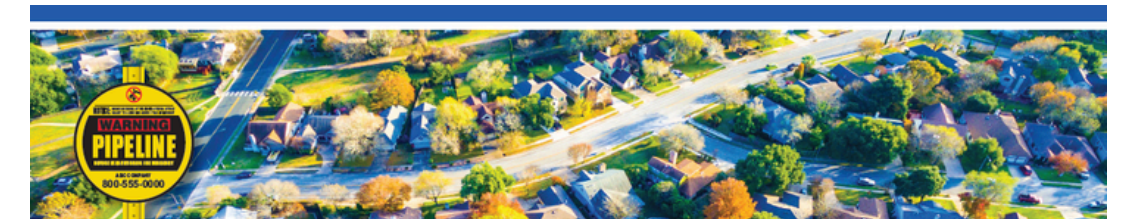


The Opportunity

Opportunity: Operators expressed interest in a program through PAPA, which would streamline their public awareness program management and provide for collaborative cost-sharing and creativity

Challenge: RP 1162 requires the communication of operator specific information

The Result: A collaborative program that is customized per operator utilizing QR codes and variable printing



Pipeline Operator
Tenderfoot Pipeline Operator

Emergency Phone Number
866-868-3028

Products Transported
Natural Gas

For more operator information scan the QR code or visit:
<https://papaprofiles.org/tenderfoot-pipeline/>



8 25ALLBROPAP

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Collaborative Meets Customization



Individual Efforts or Vendor-Driven

Collaborative led by Non-Profit/Operators

Static Messaging

**Customized with Technology
(Variable printing)**

Limited Engagement / Outdated Tracking

QR Codes for Tracking Engagement

Technical, Lengthy Text

Simple Language and Infographics

Guessing what stakeholders want

**Developed by operators with input
from stakeholders and regulators**

Check the box

Engagement, understandability, effectiveness



Thank you sponsors!

CHS

Hess

MDU

Tenderfoot

Who We Reached

Landowners, residents, farmers, schools, businesses
660' on both sides of pipeline

Precisely identified using parcel-level data

Spanish access via QR

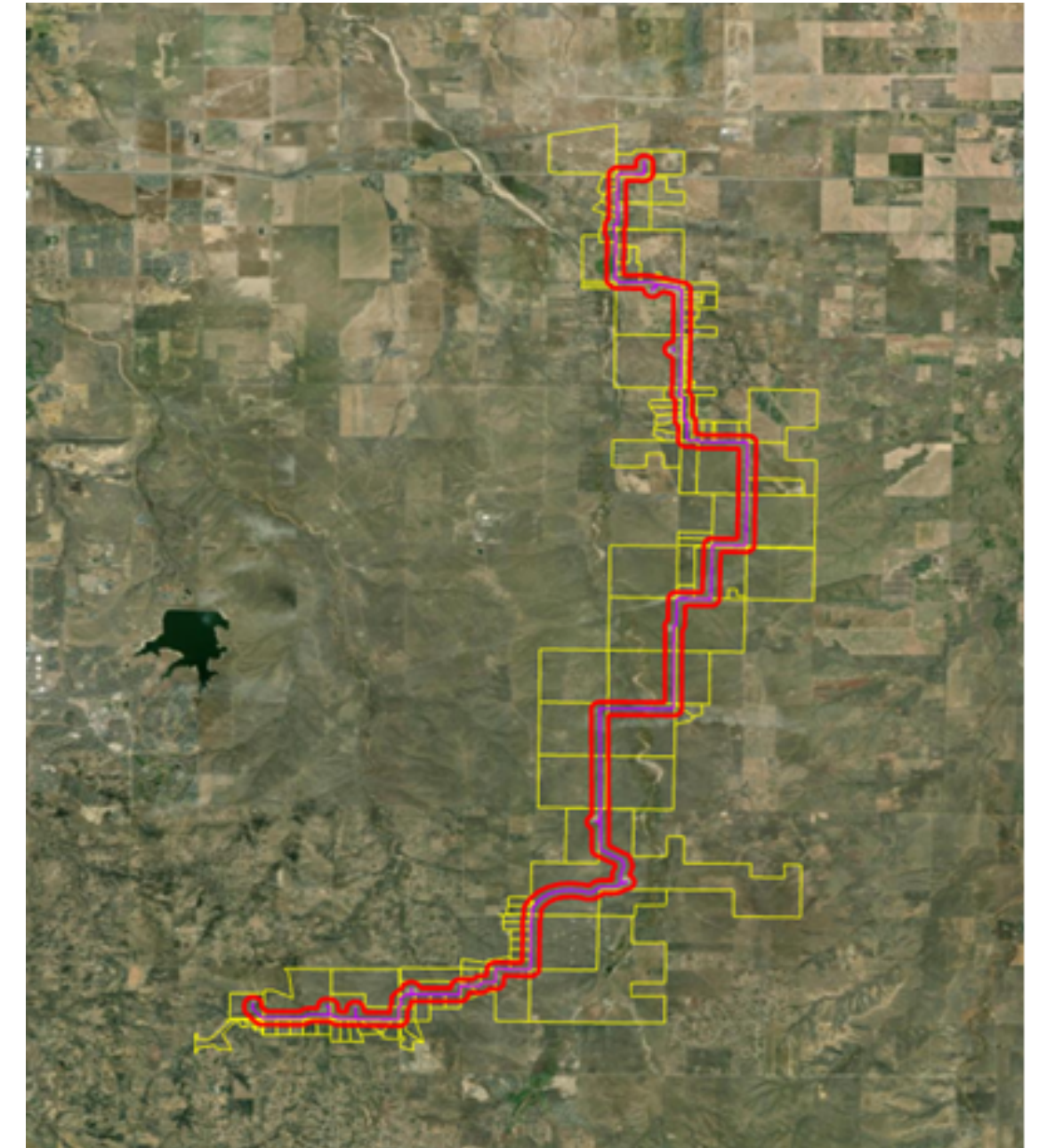


Data Precision

GIS analysis parcel level targeting including property boundaries

Address data updated quarterly

Duplicate removal



Designed for Real Engagement

Visual first communization and Easy-to-scan format

Clear "what to do" guidance

QR for deeper access




Design Features

IMPORTANT SAFETY INFORMATION

PIPELINE SAFETY

For your family, neighborhood, and community

8 SURPRISING FACTS ABOUT PIPELINES
See page 7

 Spanish Brochure
Escanee el código QR para descargar este folleto en español.

25ALLOROPAP



Recognizing a Pipeline Leak

In the unlikely event of a pipeline leak, one or any combination of the items listed below can typically help you recognize a leak.



You might see:

- Colored liquid on the ground
- Flames, if a leak has ignited
- Oily rainbow-like sheen on water surfaces
- Continuous bubbling in a wet area
- Discolored snow or vegetation in an otherwise green area
- A steam-like cloud or fog
- Unexpected frost buildup on the ground
- Dirt being blown or appearing to be thrown into the air



You might hear:

- An unusual roaring, blowing or hissing sound



You might smell:










- An unusual odor similar to diesel fuel, gasoline, sulfur or rotten egg

Responding to a Pipeline Leak



- ✓ **First, leave the immediate area on foot!** Move in a crosswind direction away from the leak or vapor cloud and maintain a safe distance. Abandon any equipment being used in or near the area.
- ✓ **Then, go directly to a safe location and then call 911** and the pipeline operator's emergency number that is located on the nearest pipeline marker or on page 8 of this brochure.
- ✓ **Warn others to stay away from the leak.**
- ✗ **Cause any open flame or other potential source of ignition** such as an electrical switch, vehicle ignition, lighting a match, ringing a doorbell, etc.
- ✗ **Come into direct contact** with any escaping liquids or gas.
- ✗ **Drive into a leak or vapor cloud** while leaving the area.
- ✗ **Attempt to operate any pipeline valves** yourself. You may inadvertently route more product to the leak or cause a secondary incident.
- ✗ **Attempt to extinguish a natural gas fire.**
- ✗ **Use telephones (including cell phones)** or anything that could cause a spark.
- ✗ **Use email, text or the internet to contact the company** about a leak, and never assume someone has reported the leak.

Potential Hazards Associated with Pipeline and Pipeline Facility Leaks

<p>Natural Gas</p>  <ul style="list-style-type: none"> • A gas that is colorless, odorless, lighter than air • Flammable and easily ignited • Will displace oxygen and can cause asphyxiation or dizziness • May produce irritating and/or toxic gasses 	<p>Petroleum Gas</p>  <ul style="list-style-type: none"> • A gas that is colorless, odorless, tasteless, heavier than air • Flammable and easily ignited • Will displace oxygen and can cause asphyxiation or dizziness • May cause burns, injury, frostbite • May produce irritating and/or toxic gas 	<p>Petroleum Liquids</p>  <ul style="list-style-type: none"> • Liquids and vapors are heavier than air • Flammable and easily ignited • May cause burns, injury, frostbite • May produce irritating and/or toxic gas • Runoff may cause pollution
<p>Anhydrous Ammonia</p>  <ul style="list-style-type: none"> • Colorless gas or liquids with pungent odor and heavier than air • Will displace oxygen and can cause asphyxiation • May cause burns, injury, frostbite • Toxic and may be fatal • Runoff may cause pollution 	<p>Carbon Dioxide</p>  <ul style="list-style-type: none"> • A heavy gas that is colorless, odorless, tasteless, and heavier than air • Will displace oxygen and can cause asphyxiation and dizziness • May cause burns, injury, frostbite 	<p>Ethanol</p>  <ul style="list-style-type: none"> • A colorless liquid that is heavier than air • Flammable and easily ignited • May cause burns, injury, frostbite • May produce irritating and/or toxic gas • Runoff may cause pollution
<p>Hydrogen Gas</p>  <ul style="list-style-type: none"> • A gas that is colorless, odorless and lighter than air • Flammable and easily ignited • Will displace oxygen and can cause asphyxiation and dizziness • May cause burns, injury, frostbite • May produce irritating and/or toxic gasses 	<p>Sour Crude Oil</p>  <ul style="list-style-type: none"> • Corrosive contaminant found in crude oil that has an odor like the smell of rotten eggs or a burnt match and is heavier than air. • Flammable and easily ignited • Toxic and may be fatal • Extremely irritating, toxic and corrosive • Runoff may cause pollution 	<p>Sour Gas</p>  <ul style="list-style-type: none"> • Corrosive contaminant found in natural gas that has an odor like the smell of rotten eggs or a burnt match and is heavier than air. • Flammable and easily ignited • Will displace oxygen and can cause asphyxiation • May cause burns, injury, frostbite • Toxic and may be fatal • Extremely irritating, toxic and corrosive • Runoff may cause pollution

Design Features



8 SURPRISING FACTS About the Pipelines Beneath Our Feet

They're rarely seen, barely heard of, and yet profoundly important to everyday life. Pipelines run silently beneath our feet—carrying the energy that fuels our homes, heats our water, powers our industries, and drives our economy.

But even if you live or work near one, chances are there's more to the story than meets the eye.

The truth is, pipelines are part of an intricate, carefully monitored system that relies on technology, regulations, and the awareness of everyday people to function safely and smoothly. Understanding what lies underground empowers us all to make safer, more informed decisions—and even help prevent emergencies.

Here are 8 surprising facts about the pipelines beneath our feet that might change the way you see your surroundings:

1 The U.S. Has the Largest Pipeline Network in the World

With more than 3.3 million miles of pipelines crisscrossing the nation, the U.S. operates the most expansive energy transport system on Earth. Chances are, one is closer than you think.

2 Pipelines Are the Safest Way to Transport Energy

According to the U.S. Department of Transportation, pipelines are statistically the **safest and most efficient method** to move oil, gas, and other fuels—far safer than trucks or railroads.

3 Pipeline Markers Don't Show Exact Locations

Those roadside signs signal a pipeline's presence, but not its **exact depth or location**. That's why relying on memory or guesswork is risky—and why calling or clicking 811 before digging is a must. You can make a request online at: clickbeforeyoudig.com (for most states in the U.S.) or visit your state's 811 website directly through call811.com.

Stay informed. Stay alert. And if you're ever unsure—just call or click 811.

4 Pipeline Rights-of-Way Are More Than Just Empty Land

A Right-of-Way (ROW) must remain clear of sheds, firewood, trees, or fences to allow access for inspections and repairs. It's not just a guideline—it's a vital part of community safety.

5 They Carry More Than Just Oil and Natural Gas

Many people are surprised to learn that pipelines also transport substances like **ethanol, anhydrous ammonia, carbon dioxide, and hydrogen**, each with specific safety protocols and risks.

6 They're Watched 24/7 with High-Tech Monitoring

Operators use **aerial patrols, pressure sensors, satellite systems, flow meters, and more** to detect any change in a pipeline's condition - often identifying issues before they become problems.

7 811 Isn't Just Helpful—It's the Law

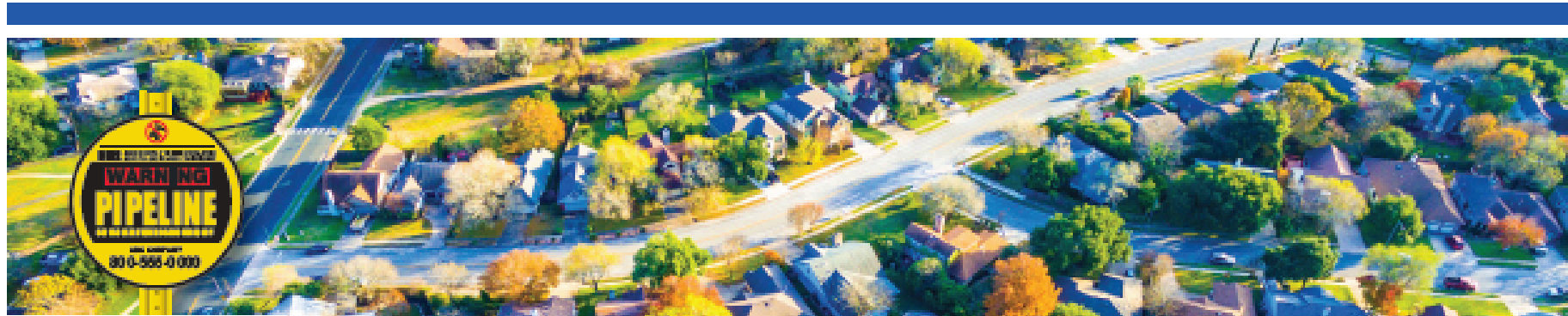
811 Isn't Just Helpful—It's the Law Calling or clicking 811 before any digging project is required in every state. It's free, fast, and could prevent a catastrophic accident or service disruption— even for small projects like planting a tree. **Contacting 811 is free, fast, and can prevent serious injury or costly service disruptions.**

8 Your Awareness Helps Keep Everyone Safe

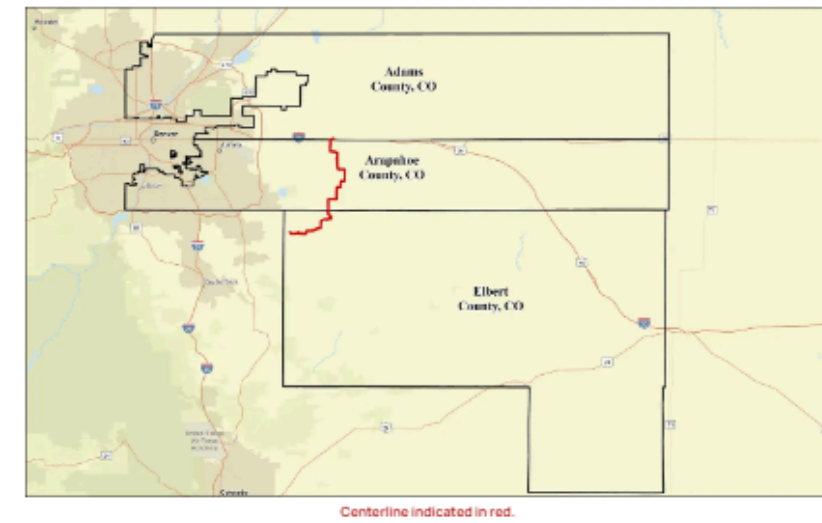
Pipeline safety isn't just in the hands of operators. **Your attention matters.** Reporting suspicious digging, unusual smells, or strange ground conditions can prevent serious incidents.

By understanding what lies below, we can protect what we love above.

Customization



Operator Map



Products

- Natural Gas - unodorized

Hazards

- A gas that is colorless, odorless,
- lighter than air
- Flammable and easily ignited
- Will displace oxygen and can cause asphyxiation or dizziness
- May produce irritating and/or toxic gasses

Pipeline Marker



Non-Emergency Contact

(844) 571-3119

Website

www.qmtexploration.com

Pipeline Operator
Tenderfoot Pipeline Operator

Emergency Phone Number
866-868-3028

Products Transported
Natural Gas

For more operator information scan the QR code or visit:
<https://papaprofiles.org/tenderfoot-pipeline/>

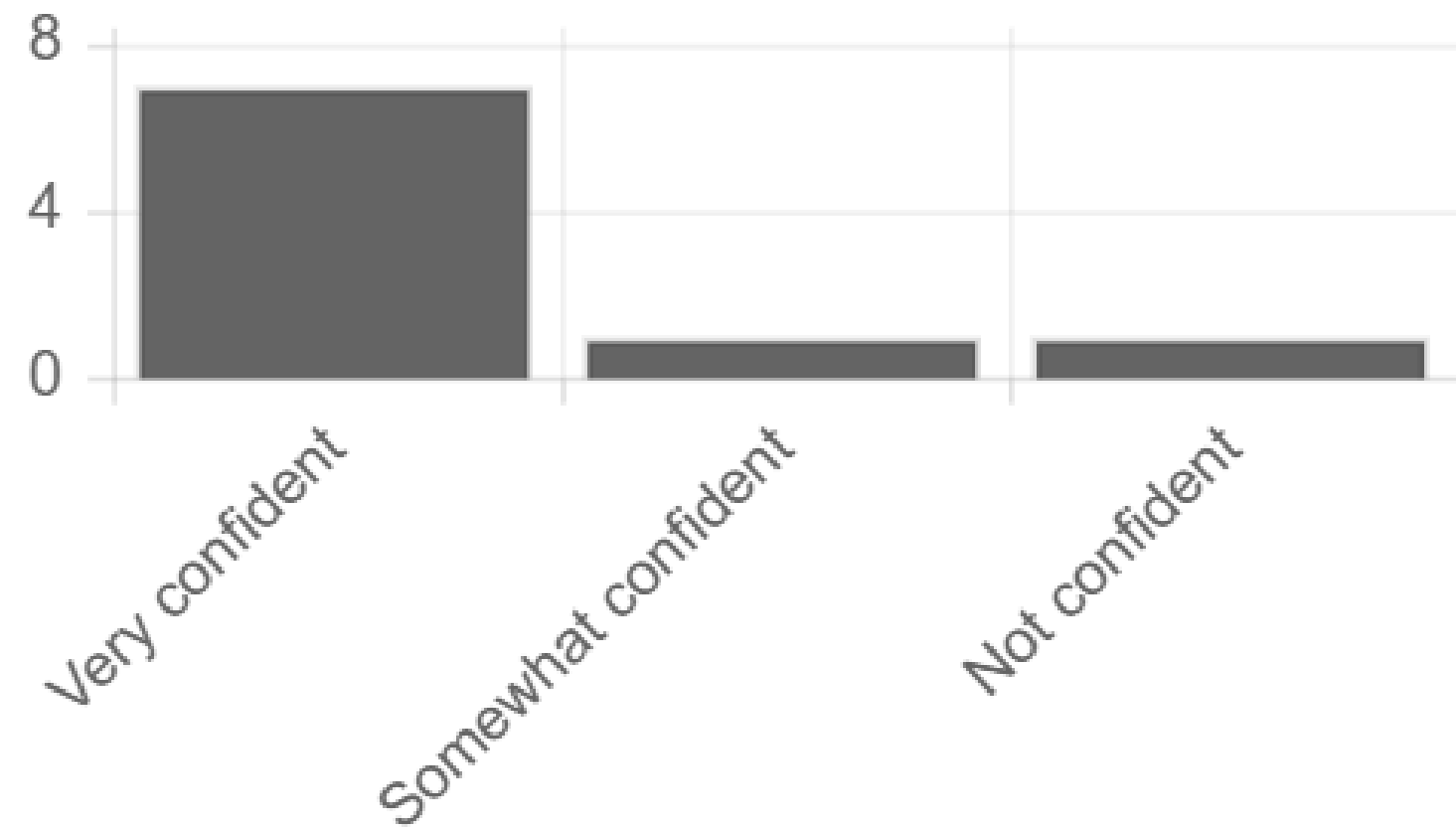


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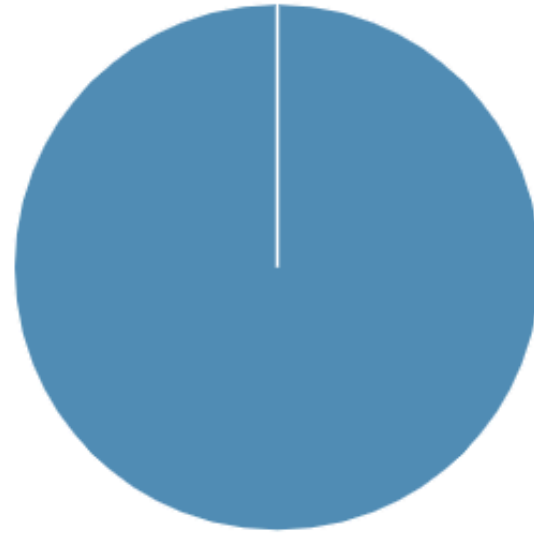
Pre-Testing Feedback

2. After reading, how confident do you feel about what to do if you suspect a pipeline leak?



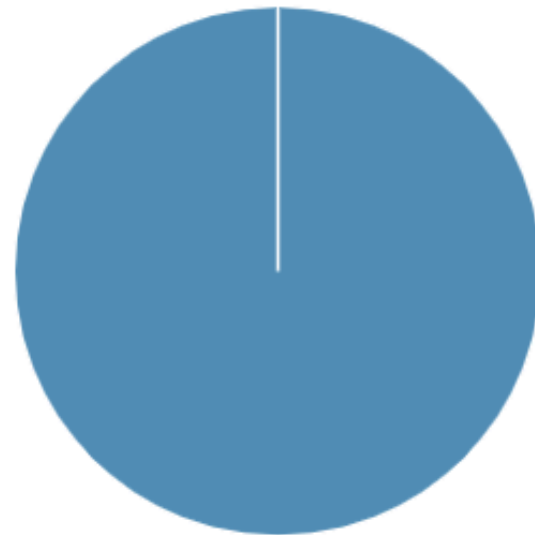
Pre-Testing Feedback

4. Did the brochure make it clear that ppl markers do not indicate the exact location of pipelines?



● Yes

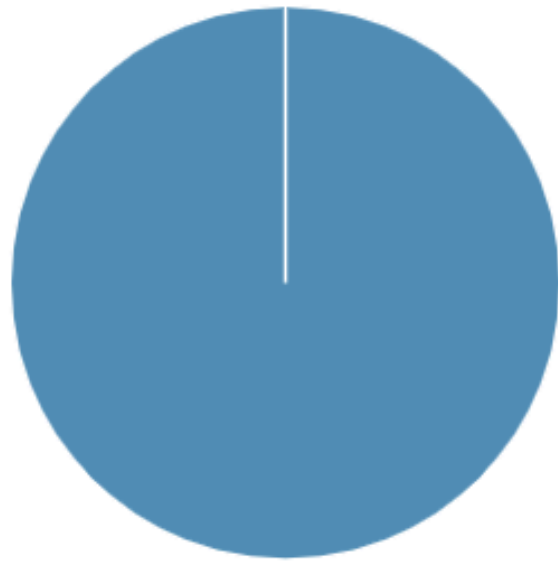
5. What should someone do first before starting a digging project on their property?



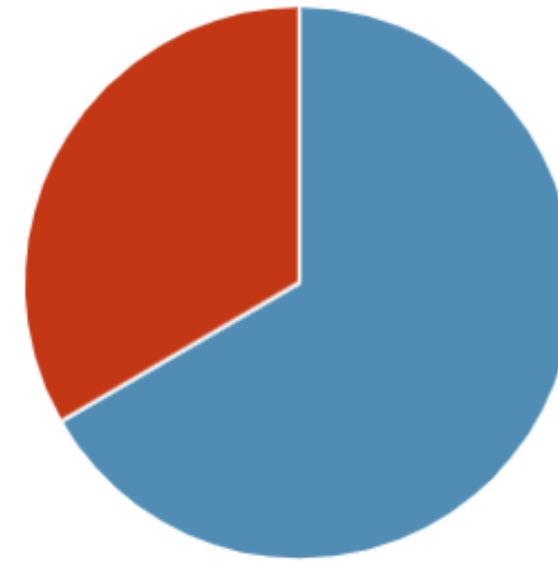
● Call or click 811

Pre-Testing Feedback

16. Do you trust the information provided in this brochure? 17. How would you rate the educational effectiveness of this brochure?



● Yes








● Excellent


● Good

Pre-Testing Feedback

10. Which sections stood out the most to you in terms of clarity and usefulness?

Choices	Percentage	Count
"8 Surprising Facts About Pipelines"	 66.67%	6
"Responding to a Leak" (Do's and Don'ts)	 66.67%	6
"What to Know About Pipeline Markers"	 33.33%	3
"Call Before You Dig"	 22.22%	2
Product Hazard Descriptions	 22.22%	2
Total Entries		9

12b. Which sections did you find confusing?

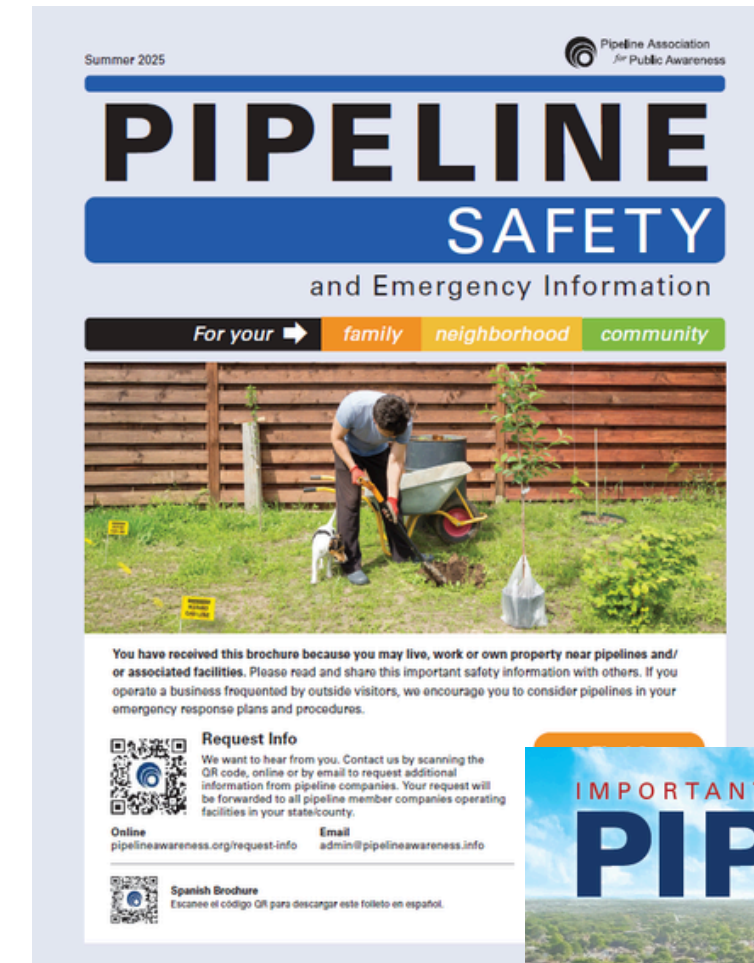
Choices	Percentage	Count
Product Hazard Descriptions	 33.33%	3
Total Entries		9
<i>Unanswered</i>		<i>6</i>

Pre-Testing Feedback

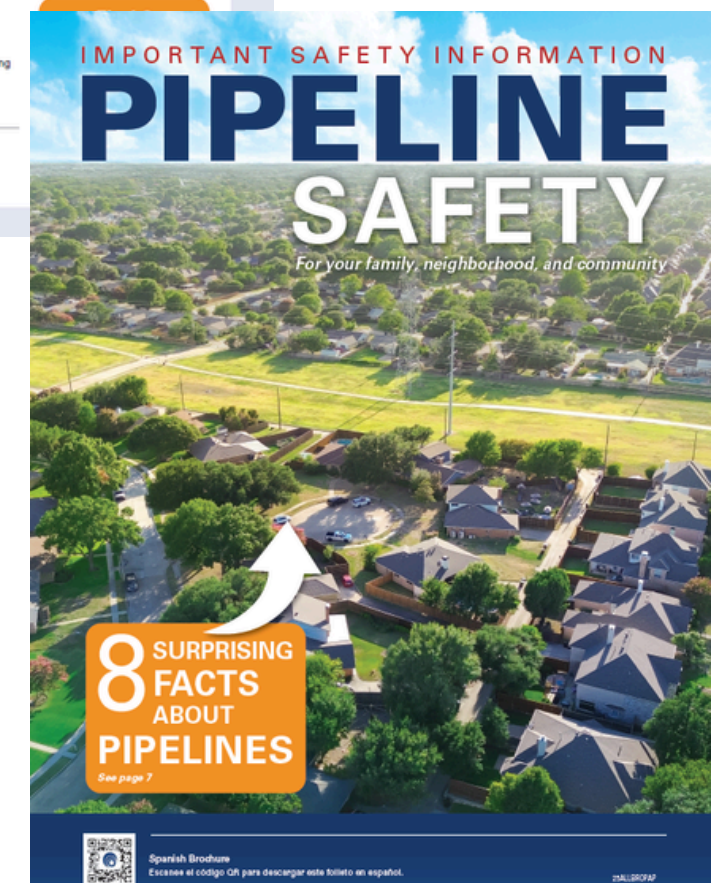
10/10 said they trusted the information

9/10 said they would call before digging after reviewing

Various feedback from stakeholders and regulators to streamline the text and use infographics, in particular for the products and hazards section



Before



After

Pre-Testing Feedback

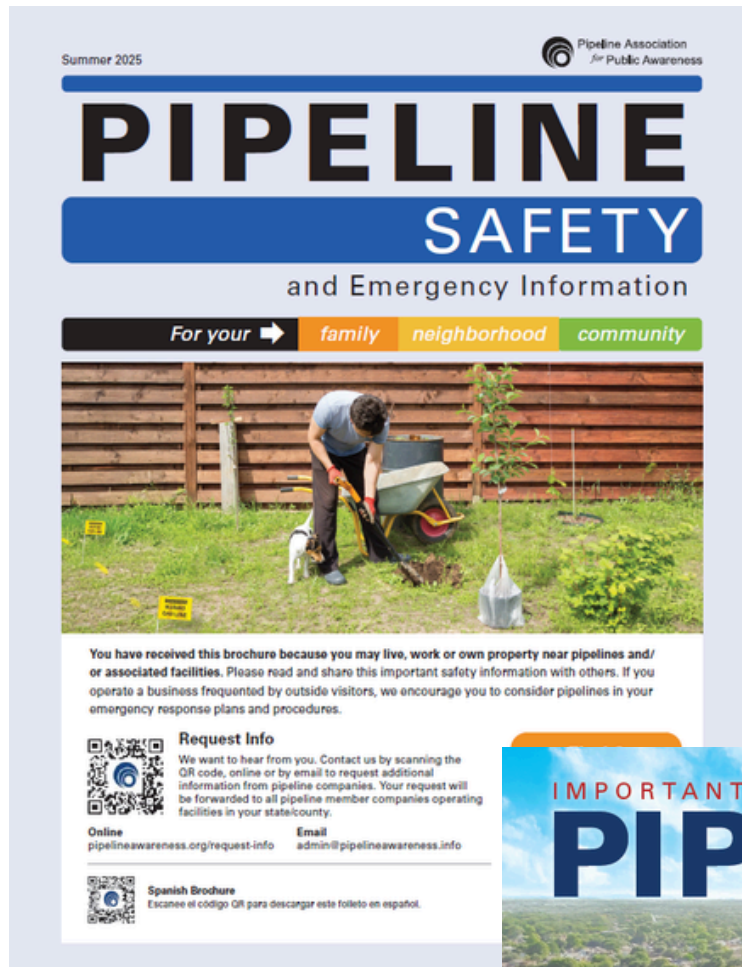
The first page has a lot of elements on it that keep it from feeling like a cover. The picture isn't very eye-catching or engaging; it doesn't make me want to open it up and read more. The 8 surprising facts box does pique my interest but is too small. I would move the QR codes/contact info section to a different page (it feels like something that should be on the back and is taking a lot of valuable real estate here) and make the 8 surprising facts box more prominent. This page should be simpler. 8 Surprising Facts and the 24/7 graphic were both engaging and easy to read. But when I got to page 4 it felt like it was just rehashing information that I had already read on pages 2 and 3 in a more engaging format. Pages 5 and 6 are both great with clear bullet points and iconography. The chart on page 7 is a lot of info and most people won't read through it. The info is presented in a very clear and concise manner though and would be a useful reference if someone was trying to figure out what was leaking into their yard.

Stakeholder

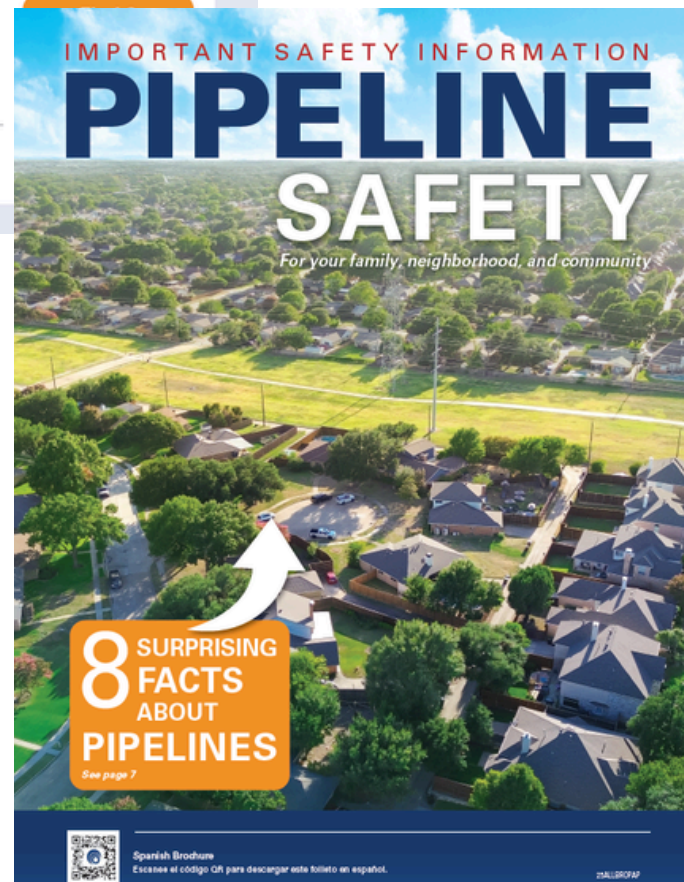
The cover page appears too simple; if I received it in the mail, I might not recognize it as essential information that I need to read. Additionally, the brochure is lengthy and crams in too much information. Similarly, I recommend cutting the text and incorporating more infographics or visuals to convey the information effectively. Great examples are the "8 Surprising Facts about Pipelines" and "Responding to a Leak" sections that effectively use graphics. Furthermore, I suggest shifting "8 Surprising Facts About Pipelines" to the last page, while moving critical safety information such as responding to a leak, one-call requirements, and pipeline marker anatomy to the front. I appreciated the product hazard descriptions, but they contain too much text. Consider transforming this content into an infographic or using more visuals overall. I note that the United States has 3.3 million miles of pipelines across the country. I also recommend being more consistent with the messaging surrounding 811. Specifically, I propose using "Contact 811 Before You Dig" instead of saying "Call 811" or "Click Before You Dig." It is probably easier for stakeholders to remember one tagline. Additionally, I noticed that the brochure lists three different websites for 811, while there is one national website managed by the Common Ground Alliance (CGA) that contains all the necessary information.

Regulator

Pre-Testing Changes



Before



After

Potential Hazards Associated with Pipeline and Pipeline Facility Leaks

PRODUCT	DESCRIPTION	HAZARDS
Natural Gas	Odorless, colorless, tasteless and nontoxic in its natural state. At ambient temperatures, natural gas remains lighter than air. An odorant (called mercaptan) is normally added when it is delivered to a distribution system.	<ul style="list-style-type: none"> Highly flammable and easily ignited by heat or sparks. Will displace oxygen and can cause asphyxiation. Fire may produce irritating and/or toxic gases. Vapors may form an explosive mixture with air. Vapors may cause dizziness and asphyxiation without warning. Is lighter than air and can migrate into enclosed spaces.
Petroleum Gas	Mixture of gaseous hydrocarbons, primarily propane, butane and ethane. Easily liquefied under pressure. Vapors are heavier than air. Typically, it is tasteless, colorless and odorless gas.	<ul style="list-style-type: none"> Highly flammable and easily ignited by heat or sparks. Will displace oxygen and can cause asphyxiation. Vapors are heavier than air and will collect in low areas. Contact with skin may cause burns, injury or frostbite. Fire may produce irritating and/or toxic gases. Vapors may form an explosive mixture with air. Vapors may cause dizziness and asphyxiation without warning.
Petroleum Liquids	Crude oil, gasoline, diesel fuel, aviation gasoline, jet fuel, fuel oil, kerosene, naphtha, xylene and other refined products. These contain a natural odor and are in forms of liquid.	<ul style="list-style-type: none"> Highly flammable and easily ignited by heat or sparks. Vapors are heavier than air and will collect in low areas. Contact with skin may cause burns, injury or frostbite. Fire may produce irritating and/or toxic gases. Vapors may form an explosive mixture with air.
Anhydrous Ammonia	Liquefied form of pure ammonia gas. It is colorless gas or liquid with an extremely pungent odor.	<ul style="list-style-type: none"> Will displace oxygen and can cause asphyxiation. Vapors are heavier than air and will collect in low areas. Contact with skin may cause burns, injury or frostbite. Toxic and may be fatal if inhaled or absorbed through skin. Vapors are extremely irritating and corrosive. Fire may produce irritating and/or toxic gases. Runoff may cause pollution.
Carbon Dioxide	A heavy gas that is naturally occurring, colorless, odorless and tasteless. Under normal conditions, carbon dioxide is stable, inert and nontoxic, however, it acts as asphyxiant when released in large concentrations to the atmosphere.	<ul style="list-style-type: none"> Will displace oxygen and can cause asphyxiation. Vapors are heavier than air and will collect in low areas. Contact with skin may cause burns, injury or frostbite. Vapors may cause dizziness and asphyxiation without warning.
Ethanol	A colorless liquid that has a natural odor similar to gasoline and will mix easily with water.	<ul style="list-style-type: none"> Highly flammable and easily ignited by heat or sparks. Vapors are heavier than air and will collect in low areas. Contact with skin may cause burns, injury or frostbite. Fire may produce irritating and/or toxic gases. Runoff may cause pollution. Vapors may form an explosive mixture with air.
Hydrogen Gas	A flammable gas that is colorless, odorless and lighter than air. It is nontoxic, but can act as an asphyxiant.	<ul style="list-style-type: none"> Highly flammable Will displace oxygen Contact with skin may cause burns, injury or frostbite. Vapors may form an explosive mixture with air. Is lighter than air
Sour Crude Oil	A toxic, corrosive contaminant found in crude oil. It has an odor like the smell of rotten eggs or a burnt match. Exposure to relatively low levels of hydrogen sulfide (500 ppm) can be fatal.	<ul style="list-style-type: none"> Highly flammable Vapors are heavier than air Inhalation can cause asphyxiation Toxic and may be fatal Fire may produce irritating and/or toxic gases Runoff may cause pollution
Sour Gas	A toxic, corrosive contaminant found in natural gas. It has an odor like the smell of rotten eggs or a burnt match. Exposure to relatively low levels of hydrogen sulfide (500 ppm) can be fatal.	<ul style="list-style-type: none"> Highly flammable Vapors are heavier than air Inhalation can cause asphyxiation Toxic and may be fatal Fire may produce irritating and/or toxic gases Vapors may form an explosive mixture with air

Before

Potential Hazards Associated with Pipeline and Pipeline Facility Leaks

<p>Natural Gas</p> <ul style="list-style-type: none"> A gas that is colorless, odorless, and lighter than air. Flammable and easily ignited. Will displace oxygen and can cause asphyxiation or dizziness. May produce irritating and/or toxic gases. 	<p>Petroleum Gas</p> <ul style="list-style-type: none"> A gas that is colorless, odorless, tasteless, heavier than air. Flammable and easily ignited. Will displace oxygen and can cause asphyxiation or dizziness. May cause burns, injury, frostbite. May produce irritating and/or toxic gas. Runoff may cause pollution. 	<p>Petroleum Liquids</p> <ul style="list-style-type: none"> Liquids and vapors are heavier than air. Flammable and easily ignited. May cause burns, injury, frostbite. May produce irritating and/or toxic gas. Runoff may cause pollution.
<p>Anhydrous Ammonia</p> <ul style="list-style-type: none"> Colorless gas or liquid with pungent odor and heavier than air. Will displace oxygen and can cause asphyxiation. May cause burns, injury, frostbite. Toxic and may be fatal. Runoff may cause pollution. 	<p>Carbon Dioxide</p> <ul style="list-style-type: none"> A heavy gas that is colorless, odorless, tasteless, and heavier than air. Will displace oxygen and can cause asphyxiation and dizziness. May cause burns, injury, frostbite. Runoff may cause pollution. 	<p>Ethanol</p> <ul style="list-style-type: none"> A colorless liquid that is heavier than air. Flammable and easily ignited. May cause burns, injury, frostbite. May produce irritating and/or toxic gas. Runoff may cause pollution.
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After

Mailed on September 2, 2025

1,395 records included in the pilot

.5% response rate for Pipeline Safety Quiz/Survey
7 total received

Take the Quiz for
a Chance to WIN!

Scan the QR code to test
your knowledge and
WIN 1 of 4 \$250 gift cards.



<https://pipelineawarenessorg.wufoo.com/forms/z1fvv1hi1anplcc/>

Mailing Post Survey

90%

feel how confident they know what to do if they suspect a pipeline leak

100%

know that someone should call 811
before starting a digging project

100%

said the text was very easy to read and
no sections were too confusing or technical



Mailing Post Survey

100%
were somewhat or very likely
to share the information with others

100%
said they trust the information

100%
rated the educational content at "EXCELLENT"



Engagement Operator Pages

Operator 1	14.4%
Operator 2	5.4%
Operator 3	2.7%
Operator 4	.5%
Total	46 visits or 3.3%



Pipeline Operator
Tenderfoot Pipeline Operator

Emergency Phone Number
866-868-3028

Products Transported
Natural Gas

For more operator information scan the QR code or visit:
<https://papaprofiles.org/tenderfoot-pipeline/>



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2027 Program

- Customized brochure
- Mailing management
- Audience identification
- Virtual documentation
- Customized webpage
- Businesses/places of congregation toolkit
- Four year effectiveness measurement



Pricing will vary based on operator interest; minimum 10,000 pieces
Sign-Up Deadline by January 15, 2027

Continuous Improvement

Enhancements from the West Reading, PA, incident

Plan to address gas monitors in the 2027 AP brochure

Develop and design a toolkit and/or poster for businesses and places of congregation

2027 Pricing

Total Program Pieces	Cost Per Piece	Set-Up Fee
10,000	\$2.75	\$300.00
20,000	\$1.93	\$300.00
25,000	\$1.77	\$300.00
50,000	\$1.33	\$300.00
70,000	\$1.17	\$300.00

Pricing will vary based on operator interest; minimum 10,000 pieces for the program to move forward.

Sign-Up Deadline by January 15, 2027

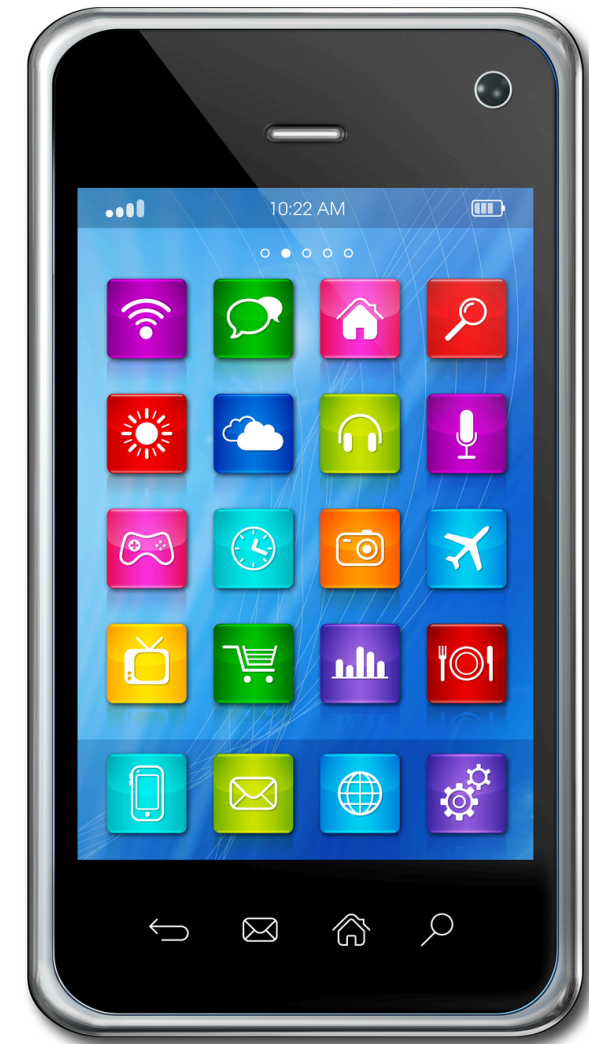


Opportunity.

- Alternating digital engagement (such as geofencing) and mailings every other year

Why?

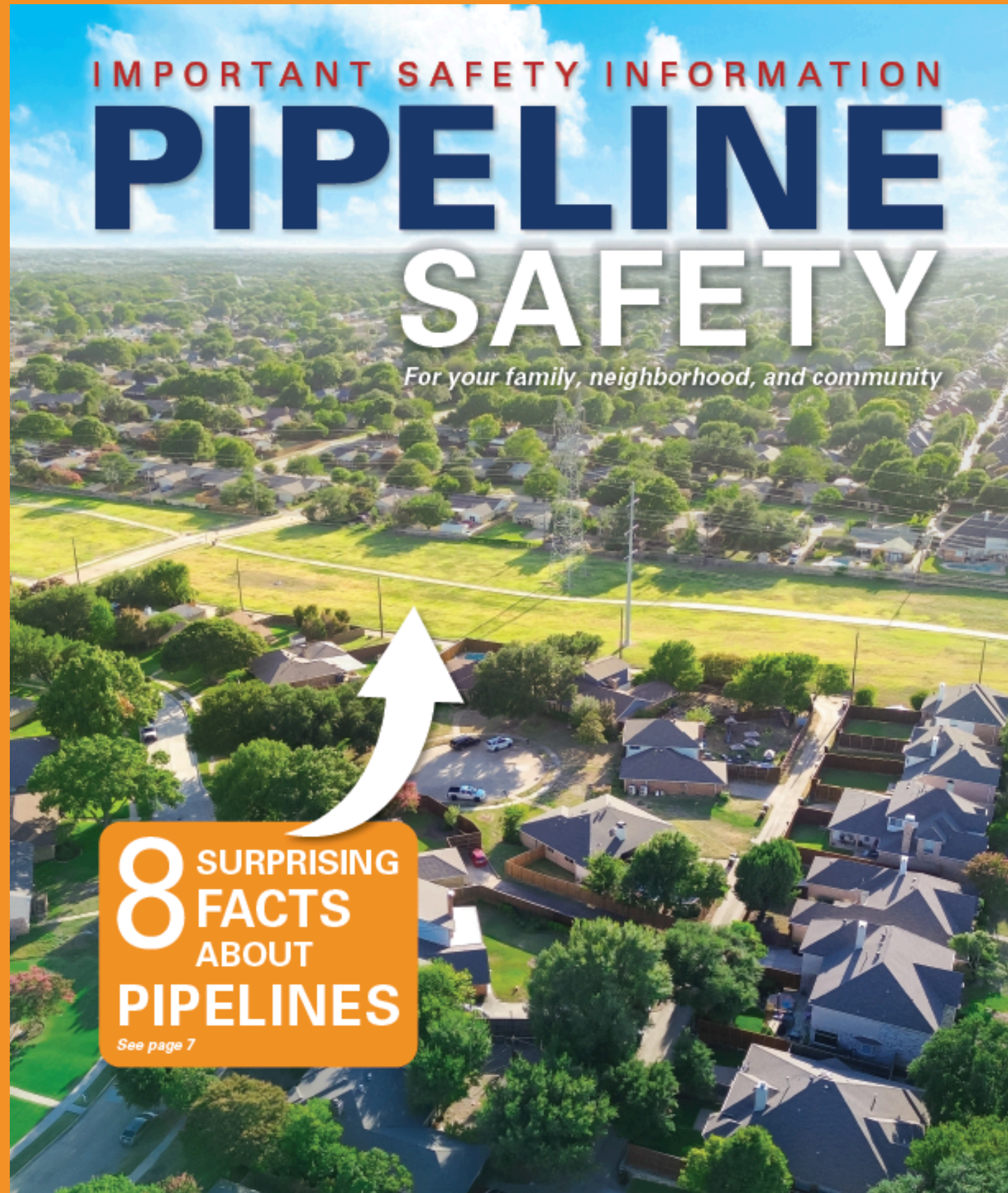
- Preference for mail continues to trend down
- Additional tracking capabilities
- Opportunity to use/test alternatives, while honoring long-time accepted methods



Discussion: Does an alternating mailing/digital engagement AP program interest you? Why/why not?



Pipeline Association
for Public Awareness



Call to Action: Expression of Interest



Sign-up now and notify us of changes prior to the program sign-up deadline of January 15, 2027.

admin@pipelineawareness.info
pipelineawareness.org/APprogram