



Permafrost Monthly Alert (PMA) PROGRAM 2019 SPONSORSHIP PROGRAM

Last Update: 20190524

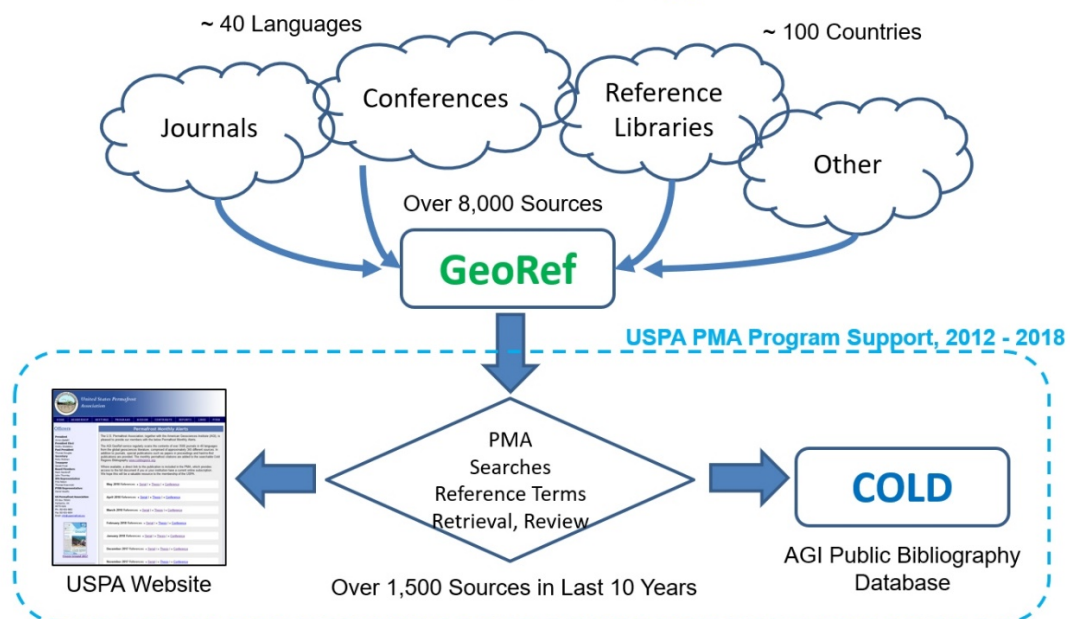
PMA Overview and Methodology

In 2012, USPA entered into a partnership with the American Geosciences Institute (AGI) to provide monthly updates of the world literature on permafrost engineering and science topics, and update the AGI's publicly accessible "Bibliography on Cold Regions Science and Technology" (COLD) database. The PMA program over the 6-year plus period (2012 to present) has produced over 75 PMA monthly updates as posted on the USPA website. Additionally, the content was added each month to the COLD bibliography (over 4,600 entries). Google and other search engines regularly mine USPA website and AGI COLD database contents making them available on the corresponding search engines, therefore increasing overall availability and visibility of permafrost research. The added benefits to having these acquisitions available on COLD is that retrospective searches can be accomplished with international literature dating back to the late 1940s. Currently, there are three major categories of references: Serial (journals), Thesis and Reports (including maps and books), Conferences (with abstracts when available).

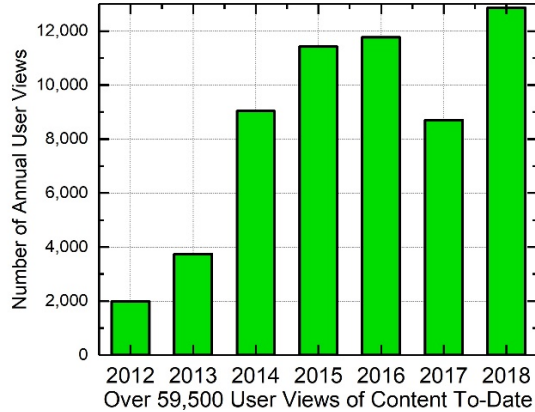
Major Findings of the 2018 PMA Program Review

- ✓ Main source of published permafrost content on the USPA website since 2012.
- ✓ Increasingly used by the public; annual user access (views) was over 12,000 in 2018 and since implementation has resulted in over 59,500 users' views of PMA monthly reports.
- ✓ The PMA-AGI program also updates the permafrost-related content of COLD. The USPA PMA program extends the original services previously sponsored by the National Science Foundation and Cold Regions Research and Engineering Laboratory that initiated COLD.

What Does USPA Support?



USPA Permafrost Monthly Alert Program



Recommended PMA Program Sponsorship Levels and Benefits

- ✓ Individual \$100 or larger sponsorship
 - Annual name listing in USPA annual membership report and membership meeting presentation.
- ✓ \$250 Institutional or Corporate Sponsorship:
 - Annual name and logo listing in USPA annual membership report and
 - Annual name and logo listing in USPA annual membership meeting presentation.
- ✓ \$500 Institutional or Corporate Sponsorship:
 - Annual name and logo listing in USPA annual membership report and
 - Annual name and logo listing in USPA annual membership meeting presentation.
 - Annual logo listing on PMA main web page, monthly alerts, special Alerts during the year.
 - Logo listing in any PMA Program ads published in 2019
- ✓ \$1,000 Institutional or Corporate Sponsorship:
 - Annual name and logo listing in USPA annual membership report and
 - Annual name and logo listing in USPA annual membership meeting presentation.
 - Annual logo listing on PMA main web page, monthly alerts, special Alerts during the year.
 - **Prominent** logo listing in any PMA Program ads published in 2019

2019 PMA Program Sponsorship Information

Organization Name: _____ Website: _____

- Organizational Contact Name: _____
- Contact Name Email: _____
- Contact Name Phone Number: _____

Organization Address: _____

Sponsorship Amount:

- ___ \$100 Personal Member Contribution
- ___ \$ 250 Corporate/Institutional Sponsorship
- ___ \$ 500 Corporate/Institutional Sponsorship
- ___ \$ 1,000 Corporate/Institutional Sponsorship
- ___ \$ _____ - Other Corporate/Institutional Sponsorship

Payment Method:

- Checks can be sent to US Permafrost Association, PO 750141, Fairbanks, Alaska 99775-0141
- Try our easy online system: <https://www.uspermafrost.org/publications/pma/pma-sponsors.shtml>