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 8-year plus period (2012 to present) has produced over 110 PMA monthly updates posted on the USPA website. Additionally, the content was added each month to the COLD bibliography (over 8,500 citations). 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).

How Does PMA Work?
uspermafrost.org/monthly-alerts.shtml
Covering 44 Languages in 106 Countries
Over 6,000 Sources
Journals
Conferences
Library
USPA Website
Over 67,000 User Views (2012 to 2019)
PMA Searches Reference Terms Retrieval, Review
COLD
AGI Public Bibliography Online Database
Over 1,500 Sources in Last 8 Years
How Does the Public Access Information?
Direct Access
Search Engines
K-12 Teachers, Students
University Students
Engineers
Scientists
Recommended PMA Program Sponsorship Levels and Benefits

✓ Individual $100 or larger sponsorship
  o Annual name listing in USPA annual membership report and membership meeting presentation.

✓ $250 Institutional or Corporate Sponsorship:
  o Annual name and logo listing in USPA annual membership report and
  o Annual name and logo listing in USPA annual membership meeting presentation.

✓ $500 Institutional or Corporate Sponsorship:
  o Annual name and logo listing in USPA annual membership report and PMA Ads
  o Annual name and logo listing in USPA annual membership meeting presentation.
  o Annual logo listing on PMA main web page, monthly alerts, special Alerts during the year.
  o Donors who provide 3 consecutive years of support are mentioned on the AGI Cold Database

✓ $1,500 Institutional or Corporate Sponsorship:
  o Annual name and logo listing in USPA annual membership report and
  o Annual name and logo listing in USPA annual membership meeting presentation.
  o Annual logo listing on PMA main web page, monthly alerts, special Alerts during the year.
  o Prominent logo listing in any PMA Program ads, AGI Cold Database website, (https://www.earthmagazine.org/)

2021 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
___ $ 1,500 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