

FREQUENTLY ASKED QUESTIONS

1) How are products reviewed?

PTPA Media has a database of over 40,000 active family testers. Each member creates a detailed family profile. This allows PTPA to match the appropriate family with your product or service. Families then receive and test your product or service and complete a detailed evaluation.

2) What is an evaluation?

Evaluations consist of 12 questions, 10 of which PTPA provides in order to get an overall impression of the users experience with your product/service. The remaining 2 custom questions are created by you to gain market research from your target audience. Each question provided by PTPA has a rating system plus a mandatory comment section to ensure that evaluators provide a detailed response.

3) How many samples do I need to send?

PTPA requires 5 samples to be sent to our head office. Once received, samples are sent to the appropriate testers. If product value exceeds \$200.00 please contact your sales representative to discuss reducing the number of samples required.

4) How long does the process take once I submit my product?

The process is approximately 3 months from beginning to end. Once we have received the completed evaluations from our testers, we compile the data and declare the winners. When you sign up you can choose which campaign you wish to be included in.

5) What happens if my product is not awarded the PTPA Seal of Approval?

If your product is not declared a winner, you will have up to 6 months during which you may resubmit your product again for review at **no charge**. There must be some change implemented in the product from the original. You will receive access to the completed evaluations and use those to help make any needed changes to the product. There is no negative attention or mention of your product if it is not a winner. If you submitted with either the Premium or Essential packages you will be refunded the difference between the Basic package and your package, therefore only paying the \$300 evaluation processing fee.

6) How do I get the PTPA Seal of Approval?

The PTPA seal of approval is your evidence to consumers that your product is an award winner and that it stands out from your competition. The seal can be pre-licensed at a discounted rate or licensed after your product is declared a winner. Should you choose to pre-purchase the seal and then your product is not declared a winner, you will receive a 100% refund on the cost of the seal. Pre-purchasing the seal does not guarantee that your product will be declared a winner, it is simply an opportunity to license the seal at a discounted rate.

7) How does PTPA Media differ from other Award companies?

- A. Detailed evaluations from parents are provided to our manufacturers
- B. Your product is NOT competing against another product, it is judged solely on its own merit.
- C. Through targeted TV, magazine ads, twitter and Facebook, PTPA is the most actively promoted award brand in the market. This translates to consumers recognizing the PTPA seal and actively looking for it.

- D. As a winner you receive a dedicated winners' page in our Winners Circle – this page is managed by you and can be updated at any time.
- E. As a winner, you get access to media opportunities at a significantly discount rate.
- F. Your winners' page remains on our site and will be continued to be included in media pitches indefinitely. *Once a winner, always a winner!*