

The image features a central dark blue circle containing the text "PCMA convene". The background is a gradient of blue, ranging from a darker shade at the top to a lighter shade at the bottom, and is decorated with numerous circles of various sizes and shades of blue. The text "PCMA" is in a smaller, uppercase font, and "convene" is in a larger, lowercase font with a registered trademark symbol.

PCMA
convene[®]

OUR TEAM



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OUR APPROACH

BRANDED CONTENT

The blend of marketing and editorial to effectively communicate with a target audience using content that matters to the planner audience.

DIGITAL ADVERTISING

PCMA and Convene are the premier online resources that planners depend on for professional development, networking, and exclusive content.

CONTENT DISTRIBUTION

Reach the PCMA Convene audience based on channel preference by using a combination of video, audio and written content.

PRINT ADVERTISING

Convene magazine published the most engaging, informative, and entertaining content made to inspire the planner audience.

OUR MEDIA

CONVENE MAGAZINE

35,000+

Association, Corporate
& Independent Meeting
Planners

86% hold positions with
decision making
authority

23% are Executive
Level or C-Suite

PCMA.org

250,000+

Total average number
of monthly site visits

Run of site banner ads
average over 30,000
monthly impressions.

Home page banner ads
average over 20,000
monthly impressions.

PCMAConvene.org

25,000+

Total average number
of monthly site visits

Run of site banner ads
average over 5,000
monthly impressions.

Home page banner ads
average over 3,500
monthly impressions.

EMAIL NEWSLETTES

85,000+

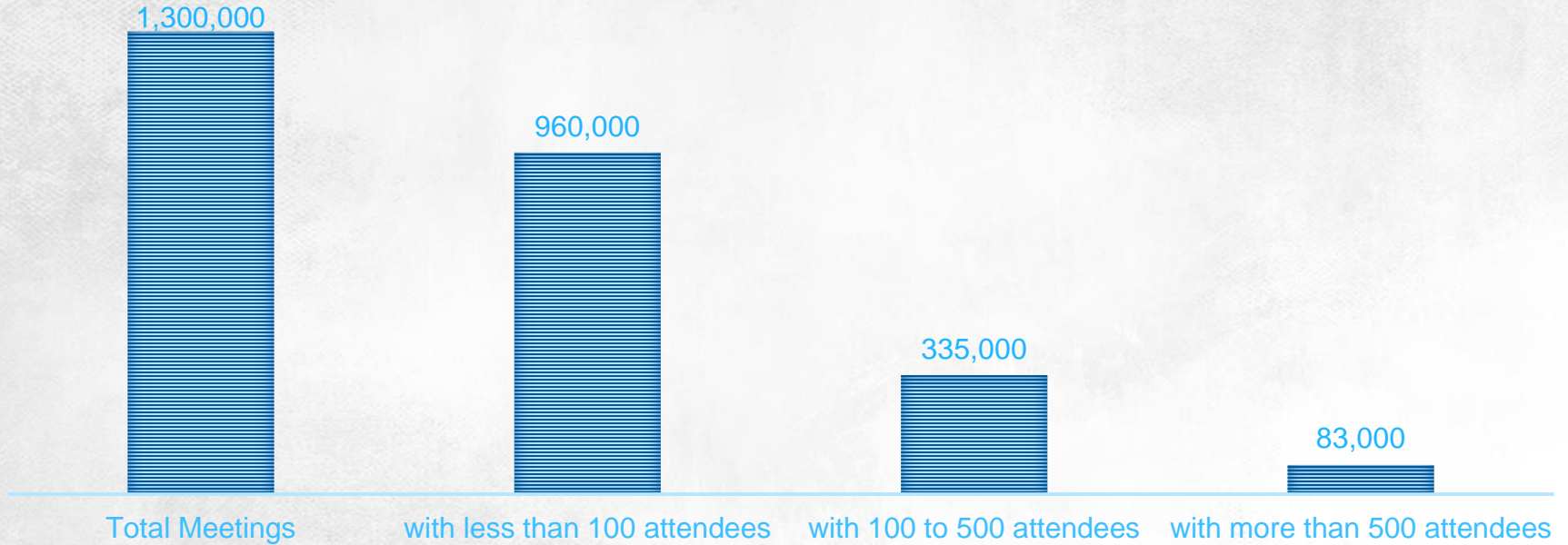
Total distribution for six
newsletters

Average Open Rate
21%

Average Click Rate
24%

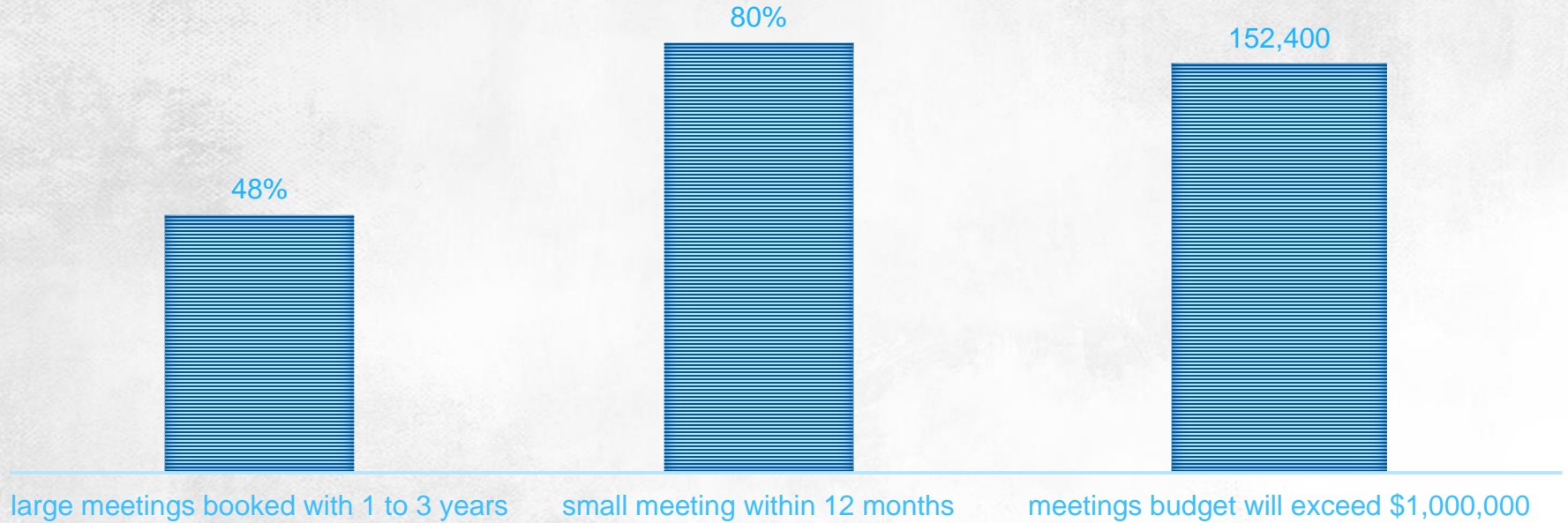
OUR AUDIENCE

Potential Number of Meetings



OUR AUDIENCE

Booking Window & Budgets



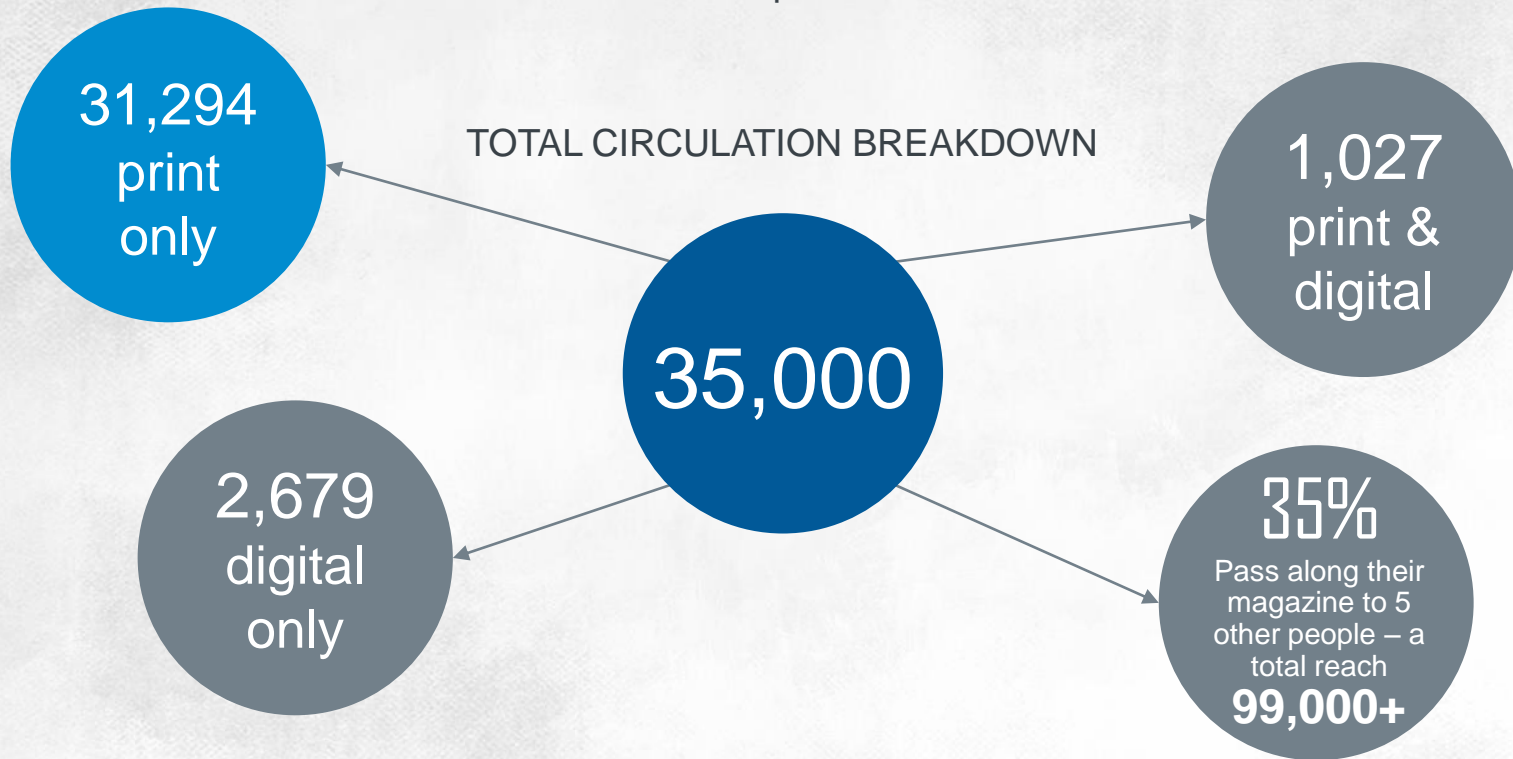


PCMA
convene[®]

Print

CONVENE CIRCULATION

Readership & BPA Data



EDITORIAL CALENDAR

2016	EDITORIAL FEATURES	SPECIAL SECTIONS	BONUS DISTRIBUTION	DEADLINES
JANUARY	- MEDICAL MEETINGS	- LEADERSHIP PROFILES	CSPI, Destinations Showcase DC	SPACE: 11/1/2015 EDITORIAL: 11/15/2015 MATERIAL: 11/13/2015
FEBRUARY	- PCMA CONVENING LEADERS HIGHLIGHTS - SECOND-TIER CITIES	- CONVENTION CONNECTIONS - ATLANTIC CITY	CSPI, Destinations Showcase DC	SPACE: 12/1/2015 EDITORIAL: 12/15/2015 MATERIAL: 1/4/2016
MARCH	- ANNUAL MEETINGS MARKET RESEARCH	- FLORIDA SUPPLEMENT - DMA WEST SUPPLEMENT - SITE	ASAE, DMAI	SPACE: 1/4/2016 EDITORIAL: 1/15/2016 MATERIAL: 2/2/2016
APRIL	- HOTEL UPDATE - MEDICAL MEETINGS	- THE TOP 10 REASONS TO MEET IN - LAS VEGAS	ASAE Springtime, SISO	SPACE: 2/2/2016 EDITORIAL: 2/16/2016 MATERIAL: 3/2/2016
MAY	- DMO/CVB UPDATE - PCMA EDUCATION CONFERENCE PREVIEW	- DMOs Today - GAMING DESTINATIONS	DMAI Annual Convention IMEX Frankfurt	SPACE: 3/2/2016 EDITORIAL: 3/16/2016 MATERIAL: 4/1/2016
JUNE	- ANNUAL SALARY RESEARCH	- RESORT, GOLF & SPA MEETINGS	AIBTM, FICP, PCMA Education Conference	SPACE: 4/1/2016 EDITORIAL: 4/15/2016 MATERIAL: 5/1/2016
JULY	- CORPORATE MEETINGS - EXHIBITIONS	- CONVENTION CENTERS & UNIQUE VENUES - SITE	DMAI, MPI WEC, GBTA, CESSE, PCMA Global Summit	SPACE: 5/2/2016 EDITORIAL: 5/13/2016 MATERIAL: 6/1/2016
AUGUST	- "BEST IN SHOW" ISSUE - SECOND-TIER CITIES - MEDICAL MEETINGS		ASAE	SPACE: 6/1/2016 EDITORIAL: 6/15/2016 MATERIAL: 7/1/2016
AUGUST DIRECTORY	<i>Sites and Cities, Centers and Venues, Technology, Services ... tell your story in what's new and what you offer in creating successful business meetings and events (Poly-bagged with August)</i>		ASAE, IMEX America, EIBTM, PCMA Convening Leaders	SPACE: 6/1/2016 EDITORIAL: 6/15/2016 MATERIAL: 7/1/2016
SEPTEMBER	- GLOBAL MEETINGS - INDEPENDENT MEETING PLANNER	- DMOs Today - SITE	IMEX America, EIBTM, SISO, PCMA GloPro, ICCA, SITE	SPACE: 7/1/2016 EDITORIAL: 7/15/2016 MATERIAL: 8/3/2016
OCTOBER	- CONVENTION CENTERS - MEDICAL MEETINGS	- INCENTIVE MEETINGS	IMEX America, PCMA GloPro, DMA WEST	SPACE: 8/3/2016 EDITORIAL: 8/15/2016 MATERIAL: 9/1/2016
NOVEMBER	- ANNUAL MEETINGS & TECHNOLOGY - INDUSTRY FORECAST	- RENOVATIONS, EXPANSIONS, NEW BUILDINGS	Holiday Showcase, EIBTM, IAEE	SPACE: 9/1/2016 EDITORIAL: 9/15/2016 MATERIAL: 10/3/2016
DECEMBER	- 2017 PCMA CONVENING LEADERS PREVIEW	- SITE	PCMA Convening Leaders, Austin, Texas	SPACE: 10/3/2016 EDITORIAL: 10/17/2016 MATERIAL: 11/2/2016

CONVENE SPECIAL SECTIONS

CLICK EACH SECTION FOR MORE INFORMATION



Leadership Profiles

Moving the meetings industry forward

By Kate Malcrone

JANUARY ISSUE



Convention Connections

Places and spaces providing a total meeting package.

By Jennifer N. Dienst

FEBRUARY ISSUE



Western Destinations

Home of one-of-a-kind meeting experiences.

By Jennifer N. Dienst

MARCH ISSUE



TOP 10 REASONS TO MEET IN

All-egance profiles of classic meeting destinations

By Jennifer N. Dienst

APRIL ISSUE



DMOs TODAY

Your partner for successful events,
from proposal to execution.

By Jennifer N. Dienst

MAY & SEPTEMBER ISSUE



Gaming Destinations

Where a successful meeting is in the cards

By Jennifer N. Dienst

MAY ISSUE



Resort, Golf, & Spa Meetings

Inspired settings, productive events

By Jennifer N. Dienst

JUNE ISSUE



Innovative Centers & Unique Venues

Creating memorable meeting experiences

By Jennifer N. Dienst

JULY ISSUE



Incentive Meetings

Meet unique destinations that produce business results –
and unforgettable memories.

By Jennifer N. Dienst

OCTOBER ISSUE



Renovations, Expansions, and New Builds

Designing an improved attendee experience.

By Jennifer N. Dienst

NOVEMBER ISSUE

EDITORIAL PROFILES



A two-page spread featuring the fun, uniqueness of your destination to attract today's urban planner. Options to customize as a Town Planner or Resort Planner to fit your destination. One available per issue.

\$10,591 net



Support visual learners while enhancing a brand and to drive site traffic by utilizing a two-page spread infographic. Highlight data from a case study that align with the target audience.

\$12,000 net



A one-page sponsored editorial covering an exciting event, change, or case study taking place in your destination. One available per issue.

\$7,093 net



A unique, four-page reverse (upside down) back-cover feature, including a front-cover design on Cover-4, a full-page ad on Cover-3, plus two-pages of editorial.

\$34,500 net



Convene goes on location and writes about the site visit experience from the planner perspective. A six-page package including 5-pages editorial and 1-page, along with a segment on Convene-TV.

\$26,500 net

PREMIUM POSITIONS

**CUSTOM
INSERTS**

BOUND OR TIPPED-IN

**CUSTOM
OUTSERTS**

CUSTOM SHRINK WRAP AVAILABLE

**POST-IT
NOTES**

FRONT COVER OR ROB

**FRENCH
DOORS**

FRONT COVER

BELLYBAND

FRONT COVER

GATEFOLD

RUN OF BOOK

**BOOKMARK
INSERT**

RUN OF BOOK

**DOUBLE
GATEFOLD**

4 or 8-Page, Cover



PCMA
convene[®]

Digital

CONVENE ONLINE

PCMA CONVENE.ORG OVERVIEW

[CLICK TO VIEW](#)



HOME PAGE

5 Interstitial Medium Rectangle



RUN OF SITE

5 Medium Rectangle

- Landing: Interstitial
- 2-Column Articles: Side
- 1-column Article: Anchor



HOME PAGE & RUN OF SITE

5 Universal Anchor



All Positions Include In-Banner Video



CONVENE TV

THOUGHT LEADER SERIES

[CLICK TO VIEW](#)



Provide thought leadership on topics that connect with the PCMA Convene Planner Audience



Naturally draw in an audience by aligning with relevant content



Unique Brand Positioning

- Opening Verbal & Logo Acknowledgement
- Fixed Logo Placement in Background
- 15 Second Ticker Advertisement, Followed by a Static Message Placement



\$5,500 Net Rate per Segment
\$20,000 Net Rate for 4-Segment Series



CONVENE TV

FEATURED RUNDOWN

- ✓ Feature content published in Convene, reproduced to highlight key takeaways in a 3 to 5 minute summary
- ✓ Naturally draw in an audience by aligning with relevant content
- ✓ Unique Brand Positioning
 - Opening Verbal & Logo Acknowledgement
 - Fixed Logo Placement in Background
 - 15 Second Ticker Advertisement, Followed by a Static Message Placement
 - Post segment video commercial (optional)
- C **\$5,000 Net Rate per Segment**

[CLICK TO VIEW](#)



CONVENE PODCASTS

AUDIO PRODUCTION OF CONVENE CONTENT



Experience the award-winning content in an **AUDIO** format, available for streaming via PCMAConvене.org, iTunes and Android



Podcasts as a marketing channel has statistically provided strong results with regards to unaided ad recall rates



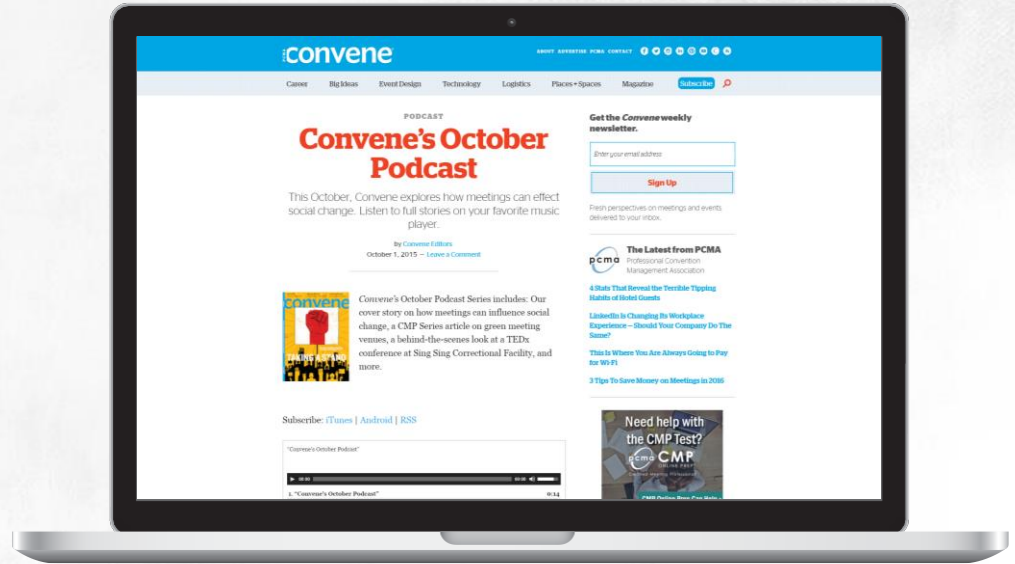
Unique Brand Positioning

- (1) 15 second introduction audio clip
- (1) 15 second post audio clip



\$3,500 Net Rate per Segment
\$12,000 Net Rate for 4-Segment Series

[CLICK TO VIEW](#)



PCMA ONLINE

PCMA.ORG OVERVIEW

[CLICK TO VIEW](#)



HOME PAGE

Exclusive Top Pushdown
4 Side Medium Rectangle

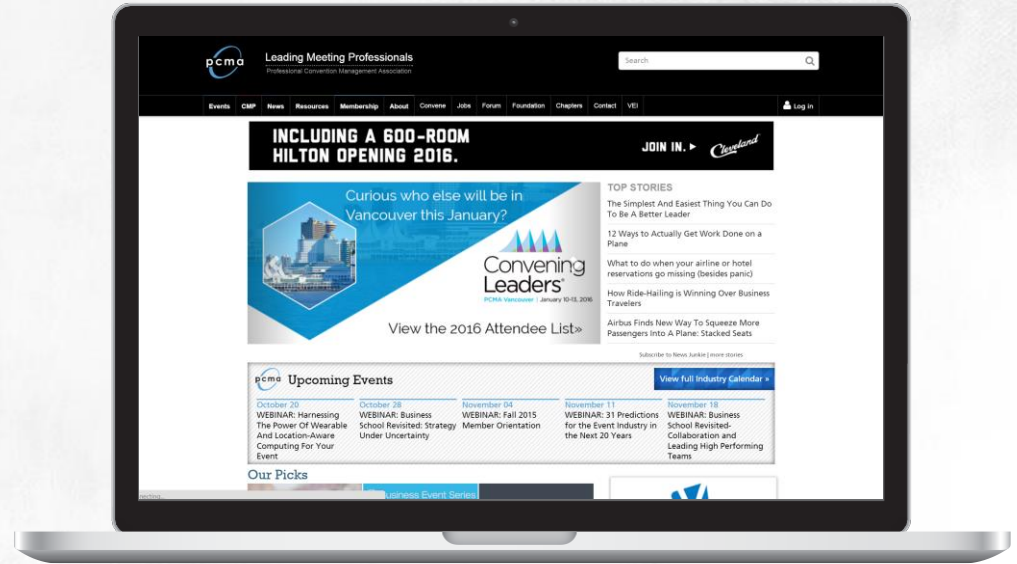


RUN OF SITE

5 Top Pushdown
5 Side Medium Rectangle
5 Universal Anchor



All Positions Include In-Banner Video



PCMA ONLINE

PCMA.ORG FEATURED NEWS



Written by a PCMA Editor, develop content that fills the gap between brand publishing and banner advertisements (up to 400 words)



Deliver your message in a format that tells a story about a topic that connects with the planner audience



Your 'news' will have prominent placement in the newsfeed located on PCMA.org

Includes: PCMA Social Media | PCMA LinkedIn



\$2,500 Net Rate

[CLICK TO VIEW](#)



PCMA ONLINE

PCMA.ORG NATIVE ADVERTISING

[CLICK TO VIEW](#)



Written by a PCMA Editor, develop content that fills the gap between brand publishing and banner advertisements (up to 400 words)



Deliver your message in a format that tells a story about a topic that connects with the planner audience

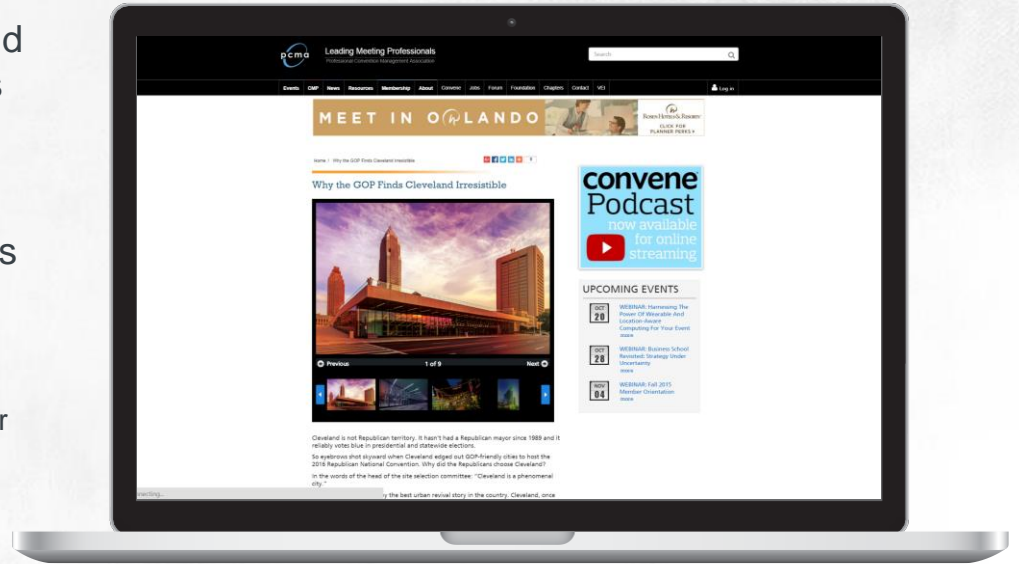


Unique Brand Positioning with up to 9 high resolution images (up to 50 words per caption)

Includes Placement in: ThisWeek@PCMA | News Junkie | PCMA.org Home Page | PCMA Social Media



\$3,500 Net Rate



PCMA
convene

PCMA ONLINE

PCMA.ORG SPONSORED CONTENT SERIES

[CLICK TO VIEW](#)



Written by a PCMA Editor, develop content that fills the gap between brand publishing and banner advertisements (up to 750 words)



Deliver your message in a format that tells a story about a topic that connects with the planner audience



In-depth Brand Positioning

Includes Placement in: ThisWeek@PCMA | News Junkie | PCMA.org Home Page | PCMA Social Media



\$5,500 Net Rate per Article
\$20,000 Net Rate for 4-Article Series



PCMA ONLINE

PCMA.ORG WHAT'S NEW WHAT'S NEXT

[CLICK TO VIEW](#)



The meeting planner go-to resource showcasing the newest marketplace offerings – from new properties, to renovations and enhanced venue space.

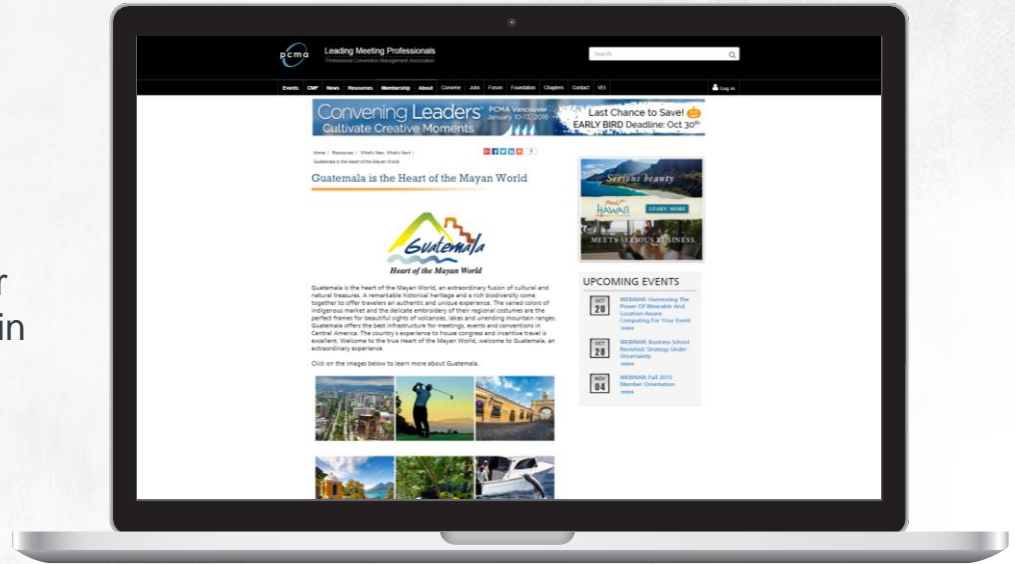


Along with PCMA's endorsement, your 'news' will have prominent placement in all PCMA channels and be a featured Resource for 1 week and live on PCMA.org for 3 months

Includes: 9 High Res Photos | ThisWeek@PCMA | News Junkie | PCMA.org Home Page | PCMA Social Media



\$4,500 Net Rate



PCMA PODCAST

BEST IN CLASS SPEAKER SESSIONS



Experience the best in class content in an **AUDIO** format, available for streaming via PCMA.org, iTunes and Android



Podcasts as a marketing channel has statistically provided strong results with regards to unaided ad recall rates



Unique Brand Positioning

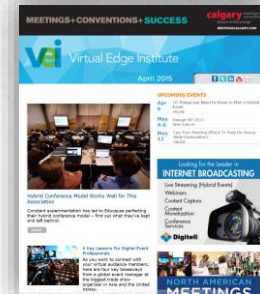
- (1) 30 second introduction audio clip
- 15 second audio clips following every 10 minutes

C

\$10,000 Net Rate



PCMA NEWSLETTERS



ThisWeek@PCMA

News Junkie

Career Center

Convene@PCMA

VEI

Global

Deploys: Tuesdays
Average Weekly Circulation: 14,000+

Deploys: Mon. – Fri.
Average Daily Circulation: 14,000+

Deploys: Monthly
Average Monthly Circulation: 14,000+

Deploys: Thursdays
Average Weekly Circulation: 50,000+

Deploys: Quarterly
Average Quarterly Circulation: 1,800+

Deploys: Quarterly
Average Quarterly Circulation: 7,000+

Average Open Rate: 20%

Average Open Rate: 20%

Average Open Rate: 40%

Average Open Rate: 17% to 25%

Average Open Rate: 17%

Average Open Rate: 25%



PCMA
convene[®]
Events

PRODUCT OVERVIEW

**SHOW
DAILIES**

[CLICK FOR MORE INFO](#)

**CHARGING
STATIONS**

[CLICK FOR MORE INFO](#)

PCMA-TV

[CLICK FOR MORE INFO](#)

**MOBILE
APP**

[CLICK FOR MORE INFO](#)

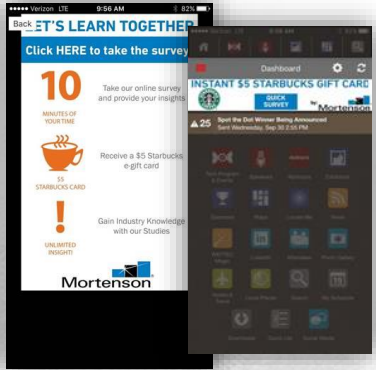


**EVENT
WEBSITE**

[CLICK FOR MORE INFO](#)

NEWSLETTER

**BRANDED
KEYCARDS**





COMPLETE
RATES &
SPECS

CONVENE MAGAZINE

Run of Book Advertisements Net Rates

Size	1x	3x	6x	12x	24x	32x
Full-page	\$7,845	\$7,625	\$7,320	\$7,095	\$6,960	\$6,830
2-page spread	\$12,420	\$11,840	\$11,430	\$11,015	\$10,815	\$10,590
2/3 page	\$6,870	\$6,715	\$6,530	\$6,300	\$6,190	\$6,070
1/2 page spread	\$9,055	\$8,870	\$8,625	\$8,330	\$8,180	\$8,000
1/2 page	\$6,025	\$5,890	\$5,730	\$5,535	\$5,425	\$5,340
1/2 page island	\$6,790	\$6,640	\$6,455	\$6,240	\$6,120	\$5,970
1/3 page	\$5,225	\$5,100	\$4,970	\$4,800	\$4,720	\$4,630
1/4 page	\$5,095	\$4,985	\$4,845	\$4,685	\$4,600	\$4,500

CONVENE MAGAZINE

PLEASE INCLUDE CROP MARKS FOR ADS WITH BLEEDS

Ad Sizes	TRIM		BLEED		LIVE AREA	
	Inches	CM	Inches	CM	Inches	CM
Full page bleed	7.785 x 10.5	20 x 26.7	8.125 x 10.75	20.6 x 27.3	7.125 x 9.75	18.1 x 24.8
Full page	7 x 9.75	17.8 x 24.8				
2 page spread bleed	15.75 x 10.5	40 x 26.7	16 x 10.75	40.6 x 27.3	15 x 9.75	38.1 x 24.8
2 page spread	15 x 9.75	38.1 x 24.8			14.625 x 9.375	37.1 x 23.8
2/3 page bleed*	4.875 x 10.5	12.1 x 26.7	5 x 10.75	12.7 x 27.3	4 x 9.75	10.160 x 24.765
2/3 page	4.5 x 9.25	11.4 x 23.5			4 x 8.75	10.160 x 22.225
1/2 page spread bleed	15.75 x 5.25	40 x 13.3	16 x 5.375	40.6 x 13.7	15 x 14.5	38.100 x 11.430
1/2 page spread	15 x 4.375	38.1 x 11.1			14.5 x 3.875	36.830 x 9.843
1/2 page horizontal bleed	7.875 x 5.25	20 x 13.3	8.125 x 5.375	20.6 x 13.7	7.125 x 4.5	10.097 x 11.430
1/2 page horizontal	7 x 4.375	17.8 x 11.1			6.5 x 3.875	16.510 x 9.843
1/2 page island	4.5 x 7	11.4 x 17.8			4 x 6.5	10.160 x 16.510
1/3 page square	4.5 x 4.5	11.4 x 11.4			4 x 4	10.160 x 10.160
1/3 page vertical	2 x 9.25	5.1 x 23.5			1.625 x 8.75	4.125 x 22.225
1/4 page	3.25 x 4.5	8.3 x 11.4			2.75 x 4	6.985 x 10.160

PCMA.org

Web Banner Net Rates

Website Banners	Available Positions	Net Rate	Add-on Options
Home Page Pushdown	1	\$7,500 per month	In-banner video
Home Page Medium Rectangle	4	\$1,500 per month	In-banner video
Run-of-Site Pushdown	5	\$6,000 per month	In-banner video, interactive
Run-of-Site Medium Rectangle	5	\$4,500 per month	In-banner video
Run-of-Site Anchor	5	\$2,000 per month	In-banner video

PCMA.ORG

Basic Web Banner Specs and Deadlines

Pushdown Banner Mobile	970 pixels wide x 90 pixels high Maximum initial file load limitations 60KB 320 pixels wide x 50 pixels high
Medium Rectangle Mobile	300 pixels wide x 250 pixels high Maximum initial file load limitations 40KB 320 pixels wide x 50 pixels high
Anchor Leaderboard Mobile	728 pixels wide x 90 pixels high Maximum initial file load limitations 40KB 320 pixels wide x 50 pixels high
Acceptable file type	HTML 5, accompanied by a static JPEG (Adobe Flash™ not accepted)
Hyperlinks	Please provide click-through URL
Add-on Options	Please contact Senior Production Specialist for detailed specifications for in-banner video, expandable, sidekick, and interactive rich media options
Material Deadline	Two weeks prior to campaign start
Material Contact	advertising@pcma.org

PCMAConvene.org

Web Banner Net Rates

Website Banners	Available Positions	Net Rate	Add-on Options
Interstitial Homepage	5	\$4,000 per month	In-banner video
ROS Medium Rectangle	5	\$3,000 per month	In-banner video
Universal Anchor	5	\$2,000 per month	In-banner video

PCMAConvene.org

Web Banner Specs and Deadlines

Pushdown Banner Mobile	970 pixels wide x 90 pixels high Maximum initial file load limitations 60KB 320 pixels wide x 50 pixels high
Medium Rectangle Mobile	300 pixels wide x 250 pixels high Maximum initial file load limitations 40KB 320 pixels wide x 50 pixels high
Anchor Leaderboard Mobile	728 pixels wide x 90 pixels high Maximum initial file load limitations 40KB 320 pixels wide x 50 pixels high
Acceptable file type	HTML 5, accompanied by a static JPEG (Adobe Flash™ not accepted)
Hyperlinks	Please provide click-through URL
Add-on Options	Please contact Senior Production Specialist for detailed specifications for in-banner video, expandable, sidekick, and interactive rich media options
Material Deadline	3 weeks prior to campaign start
Material Contact	advertising@pcma.org

ENHANCED WEB SPECS

ENHANCED SPECS W/MULTIMEDIA	Pushdown (Homepage and Run-of-Site/ROS)	Add-on Option for Side Medium Rectangle (homepage and ROS)	
		In-Banner Video (file loaded)	In-Banner Video (streaming)
Initial Dimensions (WxH in pixels)	970 x 90 PC and 320 X 50 Mobile	300x250 PC and 320 x 50 Mobile	
Maximum Expanded Dimensions (WxH in pixels)	970x415	Expansion not allowed for these units	
Max Initial File Load Size	60 KB	40 KB	
Max Additional Initial File Load Size for OBA	5 KB	5 KB	
Subsequent Max Polite File Load Size	110 KB	100 KB	
Subsequent Max User-Initiated File Load Size	2.2 MB	2.2 MB for video file load	N/A
Subsequent Max User-Initiated Additional Streaming File Size	Unlimited for Streaming Video. Video must be hosted on advertiser or third party site.	N/A	Unlimited for Streaming Video
Max Video & Animation Frame rate	24 fps	24 fps	

ENHANCED WEB SPECS

ENHANCED SPECS W/MULTIMEDIA	Pushdown (Homepage and Run-of-Site/ROS)	Add-on Option for Side Medium Rectangle (homepage and ROS)	
		In-Banner Video (file loaded)	In-Banner Video (streaming)
Maximum Animation Length (HTML 5 only, Flash™ not accepted)	15-sec	15-sec	
Max Video Length	Unlimited (user-initiated only)	30-sec	
Audio Initiation	Must be user-initiated (on click: mute/ un-mute); default state is muted	Must be user-initiated (on click: mute/ un-mute); default state is muted	
Hot Spot	Not to exceed 1/4 size of original ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	
Z-index Range	0 - 4,999	0 - 4,999	
Max Percentage of CPU Usage (Note 3)	40%	30%	
File Formats accepted	HTML 5; Adobe Flash™ is not accepted	HTML 5; Adobe Flash™ is not accepted	

ENHANCED WEB SPECS

ENHANCED SPECS W/MULTIMEDIA	Pushdown (Homepage and Run-of-Site/ROS)	Add-on Option for Side Medium Rectangle (homepage and ROS)	
		In-Banner Video (file loaded)	In-Banner Video (streaming)
Minimum Required Controls	Close button on expanded pushdown, initiated by click	Controls = Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	
	Uninitiated expanded panel closes automatically and collapsed ad provides expand button that can be initiated with a click		
	Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)		
	Other controls dependent on modules used. See style guide for control details, styles and specifications.		
Labeling Requirements, Font Size, etc.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content) and framed within 15 px border width	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	
	Logo max WxH: 239x68 px or 239x46 with brand copy height = 22 px below logo		
	Logo Location: top left (15 px from each edge)		
Implementation Notes	Expanding Pushdown ad units "push" page content down rather than expanding over page content.		
Implementation Best Practice	For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.	For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.	

Newsletter Rates & Specs

ThisWeek@PCMA

Positions	Dimensions	Available Positions	1x Net Rate	Annual Net Rate
Top Leaderboard	728x90	5 rotations (10x/year)	\$3,000	\$20,000/year
Interstitial	728x90	5 rotations (10x/year)	\$2,500	\$17,500/year
Anchor Leaderboard	728x90	5 rotations (10x/year)	\$1,275	\$9,000/year

Newsletter Rates & Specs

CareerCenter

Positions	Dimensions	Available Positions	1x Net Rate
Top Leaderboard	728x90	1 per month	\$2,000
Interstitial	728x90	1 per month	\$1,800
Anchor Leaderboard	728x90	1 per month	\$1,000

Newsletter Rates & Specs

Convene@PCMA

Positions	Dimensions	Available Positions	1x Net Rate
Top Leaderboard	728x90	1 per week	\$2,500
Medium Rectangle	300x250	1 per week	\$2,250
Anchor Leaderboard	728x90	1 per week	\$1,275

Newsletter Rates & Specs

Global Insights

Positions	Dimensions	Available Positions	1x Net Rate
Top Leaderboard	728x90	1 per month	\$2,000
Interstitial	728x90	1 per month	\$1,500
Anchor Leaderboard	728x90	1 per month	\$1,200

Newsletter Rates & Specs

News Junkie

News Junkie	Dimensions	Available Positions	1x Net Rate	5x Net Rate	10x Net Rate	20x Net Rate	40x net Rate
Top Leaderboard	728x90 320x50	1/day	\$2,500	\$1,850	\$1,500	\$1,350	\$1,000
Anchor Leaderboard	728x90 320x50	1/day	\$1,250	\$950	\$750	\$650	\$500

All digital advertising based on availability and subject to change. Contact your Director of Business Development for the most current opportunities.

Newsletter Specs and Deadlines

File Types: GIF or JPEG (Note: Only first frame of animated GIF may appear in newsletter depending on user system)

File Size: Maximum 46KB, 72 DPI

Material Deadline: 3-weeks prior to run-date

Content Marketing Specs

Featured News, Native Advertising, Sponsored Content Series, What's New What's Next

Product	Content Writer	Number of Words	Number of Images
Featured News	PCMA Editor	Up to 400	Up to 2
Native Advertising	PCMA Editor	Up to 400	Up to 2
Sponsored Content Series	PCMA Editor	Up to 750	Up to 4
What's New What's Next	Client	Up to 100 for Intro/ Up to 50 per Image	Up to 9

All digital advertising based on availability and subject to change. Contact your Director of Business Development for the most current opportunities.

Image Specs and Deadlines

File Types: GIF or JPEG (Note: Only first frame of animated GIF may appear in newsletter depending on user system) Contact advertising@pcma.org for questions regarding other file types.

File Size: Maximum 50KB

Material Deadline: 3-weeks prior to run-date

Convene-TV Specs

Product	Requirements
Featured Rundown	High Res Logo
	45 word advertisement for scrolling ticker, followed by a 74 character static message
	(Optional) Video commercial to be played following Convene-TV Segment
Thought Leader Series	Access to Skype (<i>alternatives for face to face production also available</i>)

All digital advertising based on availability and subject to change. Contact your Director of Business Development for the most current opportunities.

Image Specs and Deadlines

File Types: GIF or JPEG (Note: Only first frame of animated GIF may appear in newsletter depending on user system) Contact advertising@pcma.org for questions regarding other file types.

File Size: Maximum 50KB

Material Deadline: 3-weeks prior to run-date