

2017 PCMA Convene Integrated Advertising Overview

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PCMA Convene Audience by the numbers

Potential Meetings...

- ✓ **1,300,000+** total potential meetings
- ✓ **83,000+** with more than 500 attendees
- ✓ **335,000+** with 500 to 100 attendees
- ✓ **960,000+** with less than 100 attendees
- **128,000+** potential meetings to be booked at Resorts
- **104,000+** of meetings attendees prefer access to a Spa
- **90,700+** meetings will involve Golf Outings

Booking Window...

48% of large meetings within 1 to 3 years

80% of small meetings within 12 months

Meetings Budget Outlook...

152,400+ meetings budget will exceed \$1,000,000

Circulation Breakdown...

35,000+ qualified readers

- **Association, Corporate & Independent** Meeting Planners
- **86%** hold positions with decision making authority
- **23%** are Executive Level or C-Suite

In a biannual independent study of 700-plus North American event organizers conducted by Watkins Research Group this year, Convene was once again named the top industry publication they rely on to help them plan their event.

PCMA Convene Circulation

Print	Digital Edition	Both	TOTAL CIRCULATION	Digital Edition Delivered Monthly via email
31,294	3,819	1,847	35,000	17,000

PCMA Convene (includes Digital Edition) - Net Rates

Ad Size	1x Rate	3x Rate	6x Rate	12x Rate
Full page, 4c	\$7,845.50	\$7,624.50	\$7,318.50	\$7,093.25
Special Section: Includes Full or Half Page ad and Matching Editorial	\$8,721	\$7,845.50	\$7,624.50	\$7,318.50
½ page, 4c	\$6,026.50	\$5,890.50	\$5,729	\$5,533.50

VIDEO on Convene DIGITAL EDITION: \$1,500 net

PCMA
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EDITORIAL CALENDAR

2017	EDITORIAL FEATURES (Full or Half Page ad within feature article)	SPECIAL SECTIONS (Full or Half Page ad and matching editorial)	BONUS DISTRIBUTION	DEADLINES
JANUARY	MEDICAL MEETINGS	LEADERSHIP PROFILES Ad page plus Executive Interview SEE DIGITAL EDITION EXAMPLE	Destinations Showcase DC, CSPI	Space close: 11/1/2016 Editorial close: 11/15/2016 Material close: 12/01/2016
FEBRUARY	PCMA CONVENING LEADERS HIGHLIGHTS SECOND-TIER CITIES	CONVENTION CONNECTIONS Special two-page editorial profile SEE DIGITAL EDITION EXAMPLE ATLANTIC CITY, TEXAS	AIME, CSPI, Destinations Showcase DC	Space close: 12/1/2016 Editorial close: 12/15/2016 Material close: 1/4/2017
MARCH	26 th ANNUAL MEETINGS MARKET RESEARCH	FLORIDA SUPPLEMENT SEE DIGITAL EDITION EXAMPLE DMA West SUPPLEMENT	IMEX Frankfurt, DMA West	Space close: 1/4/2017 Editorial close: 1/15/2017 Material close: 2/1/2017
APRIL	HOTEL UPDATE MEDICAL MEETINGS	TOP 10 REASONS TO MEET IN... Special two-page profile SEE DIGITAL EDITION EXAMPLE LAS VEGAS	IMEX Frankfurt, Meetings Show	Space close: 2/1/2017 Editorial close: 2/15/2017 Material close: 3/2/2017
MAY	DMO/CVB UPDATE PCMA Education Conference Preview	DMO's Today Ad page plus matching editorial See More Info EXAMPLE GAMING DESTINATIONS Ad page plus matching editorial SEE DIGITAL EDITION EXAMPLE	DMAI Annual Convention, IMEX Frankfurt, Meetings Show	Space close: 3/2/2017 Editorial close: 3/16/2017 Material close: 4/1/2017
JUNE	ANNUAL SALARY RESEARCH	RESORT, GOLF & SPA MEETINGS Ad page plus matching editorial SEE DIGITAL EDITION EXAMPLE	IBTM Americas, Meetings Show, ASAE Annual Meeting, PCMA 2017 Educ. Conference	Space close: 4/1/2017 Editorial close: 4/15/2017 Material close: 5/2/2017
JULY	CORPORATE MEETINGS EXHIBITIONS	CONVENTION CENTERS & UNIQUE VENUES Ad page plus matching editorial SEE DIGITAL EDITION EXAMPLE	DMAI, ASAE Annual Meeting, PCMA Global Summit	Space close: 5/1/2017 Editorial close: 5/15/2017 Material close: 6/01/2017
AUGUST	"BEST IN SHOW" ISSUE SECOND-TIER CITIES MEDICAL MEETINGS		ASAE Annual Meeting Incentive Works	Space close: 6/1/2017 Editorial close: 6/15/2017 Material close: 6/30/2017
ANNUAL DIRECTORY	OUTSERT	ANNUAL DIRECTORY OF SITES, CITIES & SERVICES Ad page plus matching editorial SEE DIGITAL EDITION EXAMPLE	ASAE Annual Meeting, IBTM World, IMEX America, PCMA 2017 Convening Leaders	Space close: 6/1/2017 Editorial close: 6/15/2017 Material close: 6/30/2017
SEPTEMBER	GLOBAL MEETINGS INDEPENDENT MEETING PLANNER	DMO's Today (NEW!) Ad page plus matching editorial See More Info EXAMPLE PACIFIC NORTHWEST	IMEX America, IBTM World, ICCA	Space close: 7/5/2017 Editorial close: 7/17/2017 Material close: 8/1/2017
OCTOBER	CONVENTION CENTERS MEDICAL MEETINGS	INCENTIVE MEETINGS Ad page plus matching editorial SEE DIGITAL EDITION EXAMPLE	IMEX America	Space close: 8/1/2017 Editorial close: 8/15/2017 Material close: 9/1/2017
NOVEMBER	ANNUAL MEETINGS & TECHNOLOGY FORECAST	RENOVATIONS, EXPANSIONS, NEW BUILDINGS Ad page plus matching editorial SEE DIGITAL EDITION EXAMPLE	Holiday Showcase, IBTM World, IAEE	Space close: 9/1/2017 Editorial close: 9/15/2017 Material close: 10/2/2017
DECEMBER	2018 PCMA CONVENING LEADERS PREVIEW (2018 Nashville, Tennessee)	MEXICO	PCMA 2017 Convening Leaders, Holiday Showcase	Space close: 10/3/2017 Editorial close: 10/17/2017 Material close: 11/2/2017
INDUSTRY CALENDAR	OUTSERT			

CO-OP OPPORTUNITIES

PCMA Convene Co-op Marketing Program

- Increase exposure in print & digital @ no cost to your budget
- Invite local partners to extend your marketing budget – Full Page ad @ \$6,000 net

CUSTOM PUBLISHING INSERT/SUPPLEMENT (NOTE: Great to use to build your own INSERT or Co-op)

SIZE - INSERT	NET RATE - INSERT	NET RATE - INSERT
Includes Bound-in or Tip-in	Supplement Produced (Design & Editorial), Printed on 60# and Distributed by <i>Convene</i>	Provided by Advertiser
4-pg Insert	\$17,400	\$13,500
8-pg Insert	\$24,600	\$18,000
12-pg Insert	\$32,800	\$22,500

Also Available at extra cost: **INSERT using Textured Paper (Scodex)**

SPECTACULAR POSITIONS

Premium Assets and Positions – NET RATES

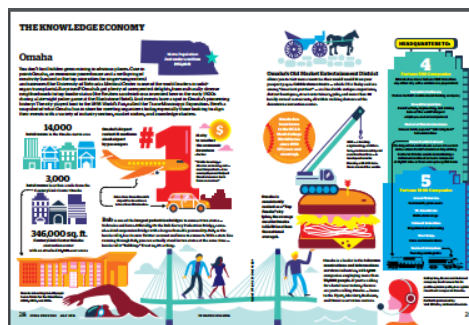
- **Convene COVER:**
 - **Front-cover “POST-IT NOTE” stickers w/ ROB Full Page** Provided: \$30,000 net / Printed by *Convene*: \$36,500
 - **Front-cover FRENCH DOORS** w/Polybag - the cover opens from center (1pg + two 1/2 pg flaps on either side) \$27,500
 - **DOUBLE GATEFOLD:** 4-pages, COVER @ \$40,000+ **NEW PRODUCT!**
 - **BELLYBAND** around Convene (5”) Provided: \$24,000 net / Printed by *Convene*: \$26,000 (one-sided)
- **Gatefold:** In the magazine @ 4-pages \$18,500, @ 8-pages \$27,500
- **Bookmark Insert** and ROB Full Page ad Provided: \$15,000 net / Printed by *Convene*: See Above
- **PREMIUM POSITIONS:** **Full Page ad** Across Table of Contents/Across Editor/Across President-CEO Rates +10%-25%

Editorial Profiles:

Knowledge Economy INFOGRAPHIC **NEW!**

A two-page spread infographic using data from a case study that would align with the target audience. Infographics support visual learners while enhancing a brand and to drive site traffic, simply because they are very engaging.

\$12,000 net



Places + Spaces

\$10,591 net

[DIGITAL EDITION EXAMPLE](#)

A two-page spread featuring the uniqueness of your destination, hotel, or venue. One available per issue.

What's NEW In....

\$7,093 net

[DIGITAL EDITION EXAMPLE](#)

One-page focusing on a particular topic to cover within a destination. One available per issue – guaranteed Far Forward.

Convene on Location

\$25,000 net

[DIGITAL EDITION EXAMPLE](#)

A Convene writer goes on location in your destination or property and writes about the site visit experience from the planner perspective. A six-page package – can include up to 3-pages of partner advertising. One available per issue.

Reverse Cover Feature

\$34,500 net

[DIGITAL EDITION EXAMPLE](#)

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

Article Sponsorship: Place a full-page ad opposite the most-highly read Convene content and receive sponsored byline within article. Departments and Features available for sponsorship include: [CMP Series](#); Plenary (our most far-forward section); + + +

EXAMPLE OF ROS WEBSITE PAGE

The screenshot shows the PCMA Convene website. At the top, there's a banner for the 'Education Conference' on July 15, with a '\$0 RSVP' button. Below this, the main navigation includes 'Home / CMP'. The main content area is titled 'Everything you need for the CMP' and features a section for 'CMP Online Prep Course 2.1' with a 'More' link. There's also a section for 'Earning CEUs' and 'CMP Resources'. On the right side, there's a sidebar with 'CMP' links and 'UPCOMING EVENTS' for July and August. At the bottom, there's a 'greater FORT LAUDERDALE meet sunny' banner.

MONTHLY BANNER POSITIONS—RETARGETING AVAILABLE

Retargeting provides estimated 400,000+ impressions per banner, per month **Rate is \$2,500 net - see discounted rates**

Homepage NET RATES:

- **Top Pushdown** 970 x 90 (expands to 970 x 415)

Available Positions: 1 exclusive advertiser

Options: In-banner video, interactivity, promos, contests, lead-generation

Estimated Impressions: 22,000

Range Click-thrus: 24-564

Monthly w/Retargeting: \$7,500

- **Side Medium Rectangle with Video** 300 x 250

Available Positions: 4 rotating on refresh

Options: In-banner video

Estimated Impressions: 5,000

Range Click-thrus: 2-16

Monthly w/Retargeting: \$3,500

Run-of-Site (ROS)

- **(ROS) Top Pushdown** 970 x 90 (expands to 970 x 415)

Available Positions: 5 rotating on refresh

Options: In-banner video, interactivity, promos, contests, lead-generation

Estimated Impressions: 30,000 PER ADVERTISER

Range Click-thrus: 20-422

Monthly w/Retargeting: \$6,000

- **(ROS) Side Medium Rectangle with Options** 300 x 250

Available Positions: 5 rotating on refresh

Options: In-banner video

Estimated Impressions: 30,000

Average Range Click-thrus: 10-190

Monthly w/Retargeting: \$4,500

- **(ROS) Run-of-Site Anchor Leaderboard** 728 x 90

Available Positions: 5 rotating on refresh

Options: In-banner video

Estimated Impressions: 30,000

Range Click-thrus: 45-402

Monthly w/Retargeting: \$4,000

PCMA Convene WEBSITE www.PCMAConvene.org

RETARGETING AVAILABLE

Retargeting provides est 400,000+ impressions per banner, per month **Net Rate: is \$2,500-see discounted rates**

MONTHLY BANNNER POSITIONS

NET RATE per month

of Advertisers Rotating on Refresh

Homepage

Interstitial Medium Rectangle (300 x 250)

Monthly w/Retargeting: \$4,000

5

Run-of-Site (ROS)

Medium Rectangle (300 x 250)

Monthly w/Retargeting: \$3,500

5

- 2-Column Articles: Side and Interstitial and 1-column Articles: Interstitial

Homepage and ROS

Universal Anchor (970 x 90)

Monthly w/Retargeting: \$4,000

5

**PCMA eNewsletter Banner Advertising****NET RATES**

- **Weekly: *ThisWeek@PCMA*** [\(see example\)](#)
 - Top ONLY @ 10x Series: \$20,000 OR 1x delivery: \$3,000
 - Anchor @ 10x Series: \$9,000 OR 1x delivery: \$1,275

Average Weekly Circulation: 14,000+
Average Open Rate: 20%
- **Monthly: *CareerCenter@PCMA*** [\(see example\)](#)
 - Top: 1x: \$2,000
 - Interstitial: 1x: \$1,800
 - Anchor: 1x: \$1,000

Average Monthly Circulation: 13,000+
Average Open Rate: 40%

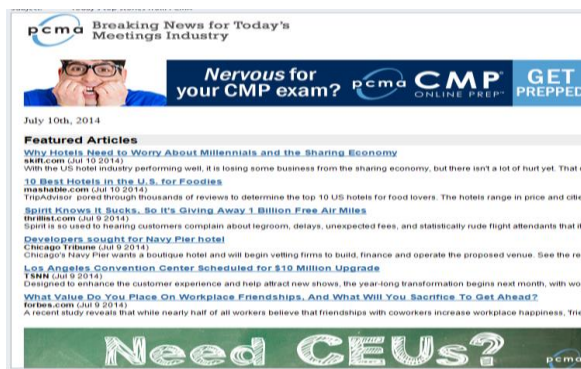
SPECS:

- Top Leaderboard: 728 x 90
- Interstitial Leaderboard: 728 x 90
- Anchor Leaderboard: 728 x 90

- **Weekly: *Convene@PCMA*** [\(see example\)](#)
 - Top: 1x: \$2,500
 - Interstitial: 1x: \$2,250
 - Anchor: 1x: \$1,275

Average Monthly Circulation: 30,000+
Average Open Rate: 17%-25%

- SPECS:** Three (3) Banner Positions
- Top Leaderboard: 728 x 90
 - Interstitial Medium Rectangle: 300 x 250
 - Anchor Leaderboard: 728 x 90



- **DAILY: *PCMA News Junkie*** [\(see example\)](#)

Monday-Friday daily email covering breaking news in the meetings industry featuring six news items from the previous 24 hours. *Discounted rates for Series of 5x or more.*

- Top Leaderboard: 1x: \$2,500
5x: \$9,250
- Anchor Leaderboard: 1x: \$1,250
5x: \$4,750

Average Daily Circulation: 14,000+
Average Open Rate: 35%

SPECS: 728 x 90 – PC/iPad compliant

pcma Leading Meeting Professionals
Professional Convention Management Association

Events CMP News Resources Membership About Convene Jobs Catalyst Forum Foundation Chapter

Convening Leaders
January 8-11, 2017 | Austin, TX
The definitive annual event for the business events industry.
Save \$300 with early bird pricing before October 28

Home / News / News Landing

September 12 2016

Pre- And Post-Conference Family Vacations Are About To Transform In This Top Meetings Destination

Jeanna Hofmeister

Dubai's portfolio of entertainment options runs the gamut from glittering casinos and nightlife to safaris and culturally historic forts and museums. But the dynamic city in the United Arab Emirates (UAE) and its developers continue to imagine a future Dubai where conference and meeting attendees can also plan pre- and post-conference vacations with world-class attractions that hold high appeal for families. Set to open this October, Dubai Parks and Resorts will debut the region's largest integrated theme park resort that will comprise three separate theme parks along with a water park and resort hotel. Here's the scoop on what the excitement's all about:

motiongate™ Dubai



Hollywood's largest and most successful motion picture studios – DreamWorks Animation, Sony Pictures Studios and Lionsgate – take visitors into a world of innovation and creative storytelling. The journey at motiongate™ Dubai begins at Studio Central, where visitors will be transported into the Golden Age of Hollywood. With real movie sets, visitors can go behind the scenes to learn more about the art and

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Registration Now Open»

NATIVE ADVERTISING: PCMA.org

- Article written by *Convene* editor focused solely on advertiser about renovations, expansions, new buildings. Or about a topic or area advertiser wants to be seen as an expert.

NET RATE: \$5,000

Estimated Impressions: 15,000+

WITH RETARGETING: \$7,500 net

Estimated Impressions: 415,000+

Key Advertiser Benefits:

- Article in *ThisWeek@PCMA* on Tuesday
 - 1 per week: Image to the left and copy to the right with shaded background noted "Sponsored".
- Full Article on PCMA.org website
- Lives on dedicated venue page on PCMA.org for 12 months
- Digital takeover — Top and Anchor Banners
 - Ensures no competitive advertising on page
- In PCMA Social Media (Facebook/Twitter) where appropriate with noted "Sponsored Post"
- Marketing toolkit to create additional buzz around article
- Retargeting option from ads

pcma Leading Meeting Professionals
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NATIVE ADVERTISING: PCMAConvene.org

- Article written by *Convene* editor focused solely on advertiser about renovations, expansions, new buildings. Or about a topic or area advertiser wants to be seen as an expert.

NET RATE: \$5,000

Estimated Impressions: 40,000+

WITH RETARGETING: \$7,500 net

Estimated Impressions: 440,000+

Key Advertiser Benefits:

- Article in *Convene@PCMA* on Thursday
 - 1 per week: Image to the left and copy to the right with shaded background noted "Sponsored".
- Full article on PCMAConvene.org website
- Lives on dedicated venue page on PCMAConvene.org website for 12 months
- Digital takeover — Top and Anchor Banners
 - Ensures no competitive advertising on page
- In *Convene* Social Media (Facebook/Twitter) where appropriate with noted "Sponsored Post"
- Marketing toolkit to create additional buzz around article
- Retargeting option from ads available

PCMAConvene.org Content Sponsorship
Advertiser receives:

- ✓ Opening logo & Verbal acknowledgement
- ✓ Fixed logo placement in the commentator's background
- ✓ 15 second ticker advertisement followed by a static message placement

PCMA Convene TV: THOUGHT LEADER

[PCMA Convene Thought Leader VIDEO Content Series Sponsorship](#)
[Showcase Your Own Thought Leader!](#)

DISTRIBUTION:

- Distributed via the *PCMA Convene* eNewsletter @ 40,000+ subscribers with a 17-25% open rate
- PCMA will seek additional distribution opportunities as appropriate for topic
- PCMAConvene.org website Homepage presence for each week
- Social Media
- Posting on PCMA *Convene* You-Tube Channel

Net Rate: \$5,500 net weekly
 \$20,000 Series (4)

[EXAMPLE](#)

[Example: Convene TV onsite](#)


Advertiser receives:

- ✓ Opening logo & Verbal acknowledgement
- ✓ Fixed logo placement in the commentator's background
- ✓ 15 second ticker advertisement followed by a static message placement
- ✓ 15 second commercial video at opening AND longer video at end (optional)

PCMA Convene TV: FEATURED RUNDOWN

[PCMA Convene Featured Rundown VIDEO Content Series Sponsorship](#)
[Education Sponsorship](#)

DISTRIBUTION:

- Distributed via the PCMA Convene eNewsletter @ 40,000+ subscribers with a 17-25% open rate
- PCMA will seek additional distribution opportunities as appropriate for topic
- PCMAConvene.org website top story day of delivery and homepage presence for one week
- Social Media
- Posting on PCMA Convene You-Tube Channel

Net Rate: \$5,500 net weekly
 \$20,000 Series (4)

[EXAMPLE](#)

"NEW": PCMA PODCAST SPONSORSHIPS

Available for streaming via PCMAConvene.org, iTunes and Android

[PCMA Convene Podcast](#) – Audio Production of Convene Content

- (1) 15 second introduction audio clip
- (1) 30 second post audio clip Deep dive production of feature article

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

[EXAMPLE](#)

Available for streaming via PCMA.org, iTunes and Android

[PCMA Education Podcast](#) – Best in Class speaker sessions

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

\$10,000


2017 CONVENING LEADERS ANNUAL MEETING January 8-11, 2017, Austin, Texas

Show Dailies	Distribution	Available Positions	1-Day Net Rate	3-Day Net Rate
TAB Page	4,000 per day	32 per day	\$4,070	\$10,000
Junior-Page	4,000 per day	32 per day	\$3,040	\$7,500
Bellyband (supplied) SOLD OUT	4,000 per day	1 per day	\$8,500	\$20,000
Insert (supplied)	4,000 per day	1 per day	\$7,500	\$18,000

Special Rates: for advertisers running in the November and/or December 2016 issues of *Convene

Tabloid Page: \$5,000 net Junior Page: \$4,000 net


Onsite Branding	Distribution	Available Positions	1x net rate
"Show Dailies" Distribution Racks and Staff Uniforms	4,000 per day for 3 days	Exclusive Sponsorship SOLD OUT	\$15,000 for all 3 days
CHARGING STATIONS	Reach 4,000 attendees (Mon, Tues, Wed)	8 (1 exclusive per station) SOLD OUT	\$7,500 each
PCMA-TV	4,000 per day w/HQ Hotel Channels and Convention Center Monitor; 14,000+ daily eNewsletters plus Social Media	4 1 sponsor per day (Mon, Tues, Wed and "It's a Wrap")	\$6,500 each/\$15,000 all 3

Mobile App	Distribution	Available Positions	Net Rate
Banner ad 	Accumulating over 1.5 million impressions (Banner ad on menu page with click-thru to full page as shown with click-thru to advertiser website)	5 SOLD OUT	\$7,500 each
Convening Leaders Website	Distribution	Available Positions	Net Rate per month
Website Banner Interstitial (970 x 90) (between Registration & Networking Events)	<u>MONTHLY:</u> September thru January 20,000 minimum impressions per month	4	\$2,500 each

E-newsletters	Distribution	Available Positions	1x Net Rate
Banner ad Top (728 x 90)	<u>TO Attendees Monthly:</u> September thru January	1 per newsletter	\$2,000
Interstitial (728 x 90)	<u>TO 14,000+ attendees and non-attendees:</u>	1 per newsletter	\$1,500
Anchor (728 x 90)	3 onsite; 1 post event	1 per newsletter	\$1,000

2017 PCMA EDUCATION CONFERENCE

June 11-14, 2017 – New York City, New York

Onsite Branding	Distribution	Available Positions	1x net rate
PCMA-TV	<u>600-900 attendees</u> o HQ Hotel Channels (In-room Tent Cards to highlight channels) o Meeting Room Monitors (where available) o Education Conference “It’s a Wrap” Email o PCMA and <i>Convene</i> websites (when applicable) O Relevant PCMA social media channels O Mobile app (if functionality available)	<u>Exclusive</u> o Opening Verbal and Logo Recognition with 15 Second Commercial o 15 Second Scrolling Text Ticker, Followed by a Static Message	Buyout: \$5,000
HOTEL KEY CARDS Distributed at all Hosts Hotels	600-900 attendees	Exclusive SOLD	\$8,500 (1-side static image)
CHARGING STATIONS (video or slideshow) and Billboard Wrap (see CL16 example)	600-900 attendees High traffic and networking areas in convention center	4 total (1 advertiser exclusive per station)	\$4,500 per station Buyout all 4: \$16,000 <i>Station does not include key card</i>
Mobile App	Distribution	Available Positions	Net Rate
Banner ad 	600-900 attendees All attendees download, per past stats	4 banners	\$4,000 each
Attendee eNewsletters	Distribution	Available Positions	1x Net Rate per banner
Banner ad Top 728 x 90 pc 320x50 mobile	<u>TO Attendees:</u> 600-900	1 per newsletter	\$2,000
Interstitial 728 x 90 pc 320x50 mobile	1x May, 1x June and 1x Post “It’s a Wrap”	1 per newsletter	\$1,500
Anchor 728 x 90 pc 320x50 mobile		1 per newsletter	\$1,000