



PCMA  
**convene**<sup>®</sup>



# 2017 PCMA Convene Integrated Advertising Overview

## PRINT

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- 5** Co-op Opportunities
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## DIGITAL ADVERTISING

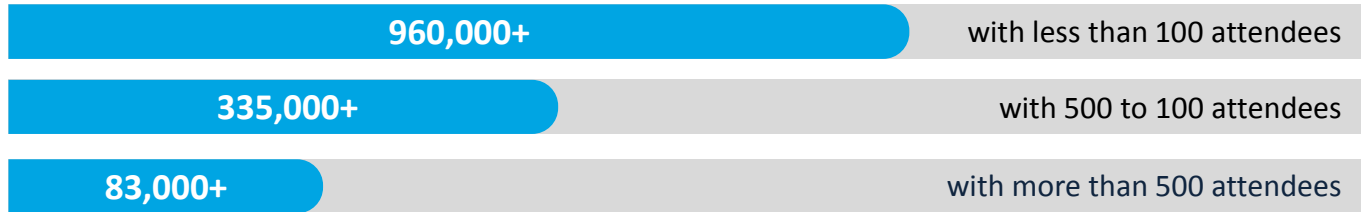
- 7** Monthly Banner Positions
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## PCMA EVENTS

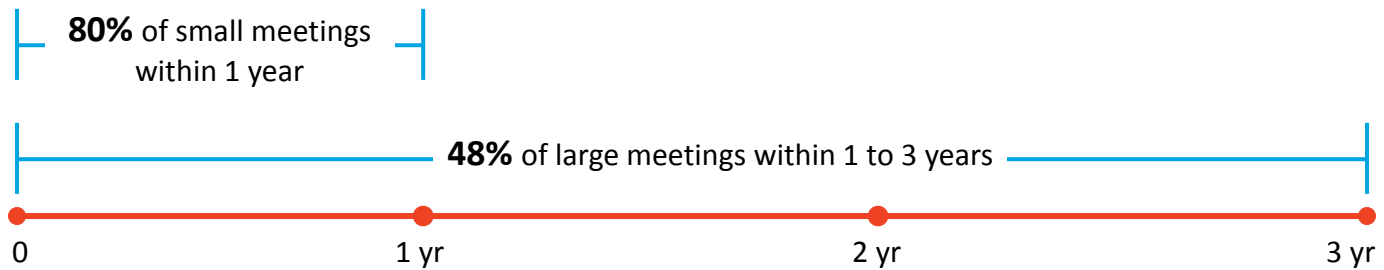
- 15** 2017 PCMA Education Conference
- 16** 2018 Convening Leaders Annual Meeting

## PCMA CONVENE AUDIENCE BY THE NUMBERS

### 1,300,000+ POTENTIAL MEETINGS

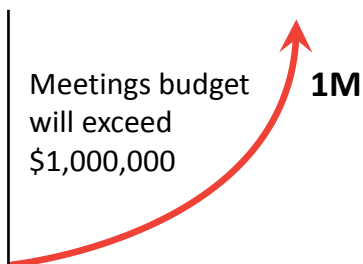


### BOOKING WINDOW



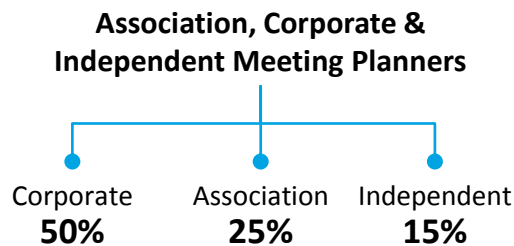
### MEETINGS BUDGET OUTLOOK

152,400+



### CIRCULATION BREAKDOWN

35,000+ QUALIFIED READERS



- 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 |
|--------|-----------------|-------|-------------------|---|
| 29,388 | 3,788           | 1,824 | 35,000            | 23,500                                      |

## PCMA CONVENE (INCLUDES DIGITAL EDITION) – NET RATES

| AD SIZE   | 1x RATE | 3x RATE | 6x RATE | 12x RATE |
|---|---------|---------|---------|----------|
| Full page, 4c   | \$8,065 | \$7,845 | \$7,625 | \$7,320  |
| Special Section: Includes full or half page ad and matching editorial | \$8,721 | \$8,065 | \$7,845 | \$7,625  |
| ½ page, 4c  | \$6,195 | \$6,025 | \$5,890 | \$5,730  |

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

## CONVENE 2017 EDITORIAL CALENDAR

| 2017 | EDITORIAL FEATURES<br>Full or Half Page ad<br>within feature article  | SPECIAL SECTIONS<br>Full or Half Page ad<br>and matching editorial   | BONUS<br>DISTRIBUTION   | DEADLINES   |
|------|---|--|---|---|
| JAN  | <ul style="list-style-type: none"> <li>Medical Meetings</li> </ul>  | <ul style="list-style-type: none"> <li><b>LEADERSHIP PROFILES</b><br/>Ad Page Plus Executive Interview<br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> </ul>   | <ul style="list-style-type: none"> <li>Destinations Showcase DC</li> <li>CSPI</li> </ul>  | <b>Space close:</b><br>11/1/2016<br><br><b>Editorial close:</b><br>11/15/2016<br><br><b>Material close:</b><br>12/01/2016 |
| FEB  | <ul style="list-style-type: none"> <li>PCMA Convening Leaders Highlights</li> <li>Second-tier Cities</li> </ul> | <ul style="list-style-type: none"> <li><b>CONVENTION CONNECTIONS</b><br/>Special Two-page Editorial Profile<br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> <li><b>ATLANTIC CITY</b></li> <li><b>TEXAS</b></li> </ul>                            | <ul style="list-style-type: none"> <li>AIME</li> <li>CSPI</li> <li>Destinations Showcase DC</li> </ul>  | <b>Space close:</b><br>12/1/2016<br><br><b>Editorial close:</b><br>12/15/2016<br><br><b>Material close:</b><br>1/4/2017   |
| MAR  | <ul style="list-style-type: none"> <li>26<sup>th</sup> Annual Meetings Market Research</li> </ul>               | <ul style="list-style-type: none"> <li><b>FLORIDA SUPPLEMENT</b><br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> <li><b>DMA WEST SUPPLEMENT</b><br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> </ul>                              | <ul style="list-style-type: none"> <li>IMEX Frankfurt</li> <li>DMA West</li> </ul>  | <b>Space close:</b><br>1/4/2017<br><br><b>Editorial close:</b><br>1/15/2017<br><br><b>Material close:</b><br>2/1/2017     |
| APR  | <ul style="list-style-type: none"> <li>Hotel Update</li> <li>Medical Meetings</li> </ul>                        | <ul style="list-style-type: none"> <li><b>TOP 10 REASONS TO MEET IN...</b><br/>Special Two-page Profile<br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> <li><b>LAS VEGAS</b><br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> </ul> | <ul style="list-style-type: none"> <li>IMEX Frankfurt</li> <li>Meetings Show</li> </ul>   | <b>Space close:</b><br>2/1/2017<br><br><b>Editorial close:</b><br>2/15/2017<br><br><b>Material close:</b><br>3/2/2017     |
| MAY  | <ul style="list-style-type: none"> <li>DMO/CVB Update</li> <li>PCMA Education Conference Preview</li> </ul>     | <ul style="list-style-type: none"> <li><b>DMO'S TODAY</b><br/>Ad Page Plus Matching Editorial<br/><a href="#">See Digital Example &gt;&gt;</a></li> <li><b>GAMING DESTINATIONS</b><br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> </ul>         | <ul style="list-style-type: none"> <li>DMAI Annual Convention</li> <li>IMEX Frankfurt</li> <li>Meetings Show</li> </ul>                                 | <b>Space close:</b><br>3/2/2017<br><br><b>Editorial close:</b><br>3/16/2017<br><br><b>Material close:</b><br>4/1/2017     |
| JUN  | <ul style="list-style-type: none"> <li>Annual Salary Research</li> </ul>  | <ul style="list-style-type: none"> <li><b>RESORT, GOLF &amp; SPA MEETINGS</b><br/>Ad Page Plus Matching Editorial<br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> </ul>  | <ul style="list-style-type: none"> <li>IBTM Americas</li> <li>Meetings Show</li> <li>ASAE Annual Meeting</li> <li>PCMA 2017 Educ. Conference</li> </ul> | <b>Space close:</b><br>4/1/2017<br><br><b>Editorial close:</b><br>4/15/2017<br><br><b>Material close:</b><br>5/2/2017     |

## CONVENE 2017 EDITORIAL CALENDAR (CONT'D.)

| 2017 | EDITORIAL FEATURES<br>Full or Half Page ad<br>within feature article   | SPECIAL SECTIONS<br>Full or Half Page ad<br>and matching editorial   | BONUS<br>DISTRIBUTION  | DEADLINES  |
|------|--|--|--|--|
| JUL  | <ul style="list-style-type: none"> <li>Corporate Meeting</li> <li>Exhibitions</li> </ul>                                     | <ul style="list-style-type: none"> <li><b>CONVENTION CENTERS &amp; UNIQUE VENUES</b><br/>Ad page plus matching editorial<br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> </ul>   | <ul style="list-style-type: none"> <li>DMAI</li> <li>ASAE Annual Meeting</li> <li>PCMA Global Summit</li> </ul>                                      | <b>Space close:</b><br>5/1/2017<br><br><b>Editorial close:</b><br>5/15/2017<br><br><b>Material close:</b><br>6/01/2017   |
| AUG  | <ul style="list-style-type: none"> <li>"Best In Show" Issue</li> <li>Second-tier Cities</li> <li>Medical Meetings</li> </ul> |  | <ul style="list-style-type: none"> <li>ASAE Annual Meeting</li> <li>Incentive Works</li> </ul>   | <b>Space close:</b><br>6/1/2017<br><br><b>Editorial close:</b><br>6/15/2017<br><br><b>Material close:</b><br>6/30/2017   |
|      | <ul style="list-style-type: none"> <li>Annual Directory Outsert</li> </ul>   | <ul style="list-style-type: none"> <li><b>ANNUAL DIRECTORY OF SITES, CITIES &amp; SERVICES</b><br/>Ad page plus matching editorial<br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> </ul>   | <ul style="list-style-type: none"> <li>ASAE Annual Meeting</li> <li>IBTM World</li> <li>IMEX America</li> <li>PCMA 2017 Convening Leaders</li> </ul> |  |
| SEP  | <ul style="list-style-type: none"> <li>Global Meetings</li> <li>Independent Meeting Planner</li> </ul>                       | <ul style="list-style-type: none"> <li><b>DMO'S TODAY</b><br/>Ad page plus matching editorial<br/><a href="#">See Digital Example &gt;&gt;</a></li> <li><b>PACIFIC NORTHWEST</b><br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> </ul> | <ul style="list-style-type: none"> <li>IMEX America</li> <li>IBTM World</li> <li>ICCA</li> </ul>   | <b>Space close:</b><br>7/5/2017<br><br><b>Editorial close:</b><br>7/17/2017<br><br><b>Material close:</b><br>8/1/2017    |
| OCT  | <ul style="list-style-type: none"> <li>Convention Centers</li> <li>Medical Meetings</li> </ul>                               | <ul style="list-style-type: none"> <li><b>INCENTIVE MEETINGS</b><br/>Ad page plus matching editorial<br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> </ul>   | <ul style="list-style-type: none"> <li>IMEX America</li> </ul>   | <b>Space close:</b><br>8/1/2017<br><br><b>Editorial close:</b><br>8/15/2017<br><br><b>Material close:</b><br>9/1/2017    |
| NOV  | <ul style="list-style-type: none"> <li>Annual Meetings &amp; Technology Forecast</li> </ul>                                  | <ul style="list-style-type: none"> <li><b>RENOVATIONS, EXPANSIONS, NEW BUILDINGS</b><br/>Ad page plus matching editorial<br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> </ul>   | <ul style="list-style-type: none"> <li>Holiday Showcase</li> <li>IBTM World</li> <li>IAEE</li> </ul>   | <b>Space close:</b><br>9/1/2017<br><br><b>Editorial close:</b><br>9/15/2017<br><br><b>Material close:</b><br>10/2/2017   |
| DEC  | <ul style="list-style-type: none"> <li>2018 PCMA Convening Leaders Preview (2018 Nashville, Tennessee)</li> </ul>            | <ul style="list-style-type: none"> <li><b>MEXICO</b><br/><a href="#">See Digital Edition Example &gt;&gt;</a></li> </ul>   | <ul style="list-style-type: none"> <li>PCMA 2018 Convening Leaders</li> <li>Holiday Showcase</li> </ul>  | <b>Space close:</b><br>10/3/2017<br><br><b>Editorial close:</b><br>10/17/2017<br><br><b>Material close:</b><br>11/2/2017 |
|      | <ul style="list-style-type: none"> <li>Industry Calendar Outsert</li> </ul>  |  |  |  |

## CO-OP OPPORTUNITIES

### CUSTOM PUBLISHING INSERT/SUPPLEMENT >>

**NOTE:** Great to use to build your own INSERT or Co-op

| SIZE – INSERT<br>Includes Bound-in or Tip-in | NET RATE – INSERT<br>Supplement Produced (Design & Editorial),<br>Printed on 60# and Distributed by <i>Convene</i> | NET RATE – INSERT<br>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)

## CONVENE SPECTACULAR POSITIONS

| ASSETS                   | POSITION  | NET RATE   |
|--------------------------|---|--|
| <b>Convene Cover</b>     | <u>Front-cover POST-IT NOTE Sticker &gt;&gt;</u>  | <ul style="list-style-type: none"> <li>• \$27,500</li> <li>• \$32,500 w/Full Page ROB Ad</li> </ul>  |
|                          | <u>Front-cover FRENCH DOORS &gt;&gt;</u>  | <ul style="list-style-type: none"> <li>• \$27,500</li> <li>• \$32,500 w/Full Page ROB Ad</li> </ul>  |
|                          | BELLYBAND around Convene (5" one-sided)<br><u>See Digital Edition Example &gt;&gt;</u>  | <ul style="list-style-type: none"> <li>• \$27,500</li> <li>• \$32,500 w/Full Page ROB Ad</li> </ul>  |
|                          | DOUBLE GATEFOLD: 4-pages, COVER **NEW PRODUCT**   | • \$40,000+  |
| <b>Gatefold</b>          | Run-of-book   | <ul style="list-style-type: none"> <li>• \$18,500 @ 4 pages</li> <li>• \$27,500 @ 8 pages</li> </ul> |
| <b>Bookmark Insert</b>   | With ROB Full Page ad   | • \$15,000   |
| <b>Premium Positions</b> | <u>Full Page ad &gt;&gt;</u><br>Across Table of Contents, Across Editor, Across President-CEO: <b>+10%</b><br>Covers: <b>+25%</b> |  |

## EDITORIAL PROFILES

|                                      | DESCRIPTION   | NET      | EXAMPLE  |
|--------------------------------------|---|----------|--|
| <b>Knowledge Economy INFOGRAPHIC</b> | <b>NEW!</b><br>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 | <a href="#">Digital Edition Example &gt;&gt;</a> |
| <b>Places + Spaces</b>               | A two-page spread featuring the uniqueness of your destination, hotel, or venue. One available per issue.   | \$10,591 | <a href="#">Digital Edition Example &gt;&gt;</a> |
| <b>What's NEW In...</b>              | One-page focusing on a particular topic to cover within a destination. One available per issue – guaranteed Far Forward.  | \$7,093  | <a href="#">Digital Edition Example &gt;&gt;</a> |
| <b>Convene on Location</b>           | A <i>Convene</i> 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.   | \$25,000 | <a href="#">Digital Edition Example &gt;&gt;</a> |
| <b>Reverse Cover Feature</b>         | 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.  | \$34,500 | <a href="#">Digital Edition Example &gt;&gt;</a> |



### Article Sponsorship

Place a full-page ad opposite the most-highly read *Convene* content and receive sponsored byline within article.



# DIGITAL ADVERTISING



**INCLUDES  
RETARGETING**

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

## MONTHLY BANNER POSITIONS — PCMA WEBSITE [www.pcma.org >>](http://www.pcma.org)

|                       | HOMEPAGE   |                                  | RUN-OF-SITE (ROS)  |  |                                      |
|-----------------------|--|----------------------------------|--|--|--------------------------------------|
|                       | Top Pushdown   | Side Medium Rectangle with Video | (ROS) Top Pushdown   | (ROS) Side Medium Rectangle with Options | (ROS) Run-of-Site Anchor Leaderboard |
| Size                  | <ul style="list-style-type: none"> <li>970 x 90</li> <li>Expands to 970 x 415</li> </ul> | 300 x 250                        | <ul style="list-style-type: none"> <li>970 x 90</li> <li>Expands to 970 x 415</li> </ul> | 300 x 250                                | 728 x 90                             |
| Available Positions   | 1 exclusive advertiser   | 4 rotating on refresh            | 5 rotating on refresh  | 5 rotating on refresh                    | 5 rotating on refresh                |
| Options               | In-banner video, interactivity, promos, contests, lead-generation                        | In-banner video                  | In-banner video, interactivity, promos, contests, lead-generation                        | In-banner video                          | In-banner video                      |
| Estimated Impressions | 20,000   | 5,000                            | 29,000 Per Advertiser  | 20,000                                   | 25,500                               |
| Range Click-throughs  | 24-564   | 2-16                             | 20-422   | 10-190                                   | 45-402                               |
| Monthly w/Retargeting | \$7,500  | \$3,500                          | \$6,000  | \$4,500                                  | \$4,000                              |

## MONTHLY BANNER POSITIONS — PCMA CONVENE WEBSITE [www.PCMAConvene.org >>](http://www.PCMAConvene.org)

|                                      | HOMEPAGE   | RUN-OF-SITE (ROS)   | HOMEPAGE AND ROS   |
|--------------------------------------|--|---|--|
| Size                                 | <ul style="list-style-type: none"> <li>Interstitial Medium Rectangle</li> <li>300 x 250</li> </ul> | <ul style="list-style-type: none"> <li>Medium Rectangle</li> <li>300 x 250</li> </ul>   | <ul style="list-style-type: none"> <li>Universal Anchor</li> <li>970 x 90</li> </ul> |
| Additional info                      |  | <ul style="list-style-type: none"> <li><b>2-Column Articles:</b> Side and Interstitial</li> <li><b>1-column Articles:</b> Interstitial</li> </ul> |  |
| # of Advertisers Rotating on Refresh | 5  | 5   | 5  |
| Monthly w/Retargeting                | \$4,000  | \$4,000   | \$4,000  |



### EXAMPLE OF ROS WEBSITE PAGE

The screenshot displays the PCMA (Professional Convention Management Association) website. At the top, the PCMA logo is on the left, followed by the text "Leading Meeting Professionals" and "Professional Convention Management Association". A search bar is on the right. Below this is a navigation menu with links: Events, CMP, News, Resources, Membership, About, Convene, Jobs, Catalyst Forum, Foundation, Chapters, Contact, DEI, and a Log in button.

A large orange banner at the top left reads "Cleveland's New Convention Center Campus. It's Good to Have Connections." with a "Learn more" link and an image of the new center. To the right of this banner are logos for Huntington Convention Center of Cleveland and Global Center for Health Innovation.

Below the banner, there's a section titled "Want to increase your salary by 11%\*?" with a link to "Get your CMP study materials today from the authority on business events, PCMA." This section lists four options:

- CMP Online Prep Course**: 10 study modules organized by the CIC Domains, an on-the-go study app, a full length timed CMP practice test; 1 year of access. Member Price: \$399.
- Textbook Study Materials**: All three CIC recommended textbooks. Member Price: \$235.
- Bundle & Save 20%**: CMP Online Prep Course, Study App & Textbooks. Member Price: \$510.
- Quizzes Only**: Just want to test yourself? CMP Exam Prep Quizzes from the online course will help you prepare. Member Price: \$199.

Below these options, a note states: "For additional time with the CMP course materials, extend here." and a reference: "\*Convene Magazine, May 2016 Salary Survey".

At the bottom of this section are two buttons: "Earn CEUS" and "My Content & CEU Transcripts".

Further down, there's a "Questions? Submit yours here" link.

On the right side of the page, there's a "CMP" section with links to "CMP Prep", "PCMA365 Frequent Asked Questions", and "CIC9Info".


Below that is a "UPCOMING EVENTS" section with a calendar view showing:

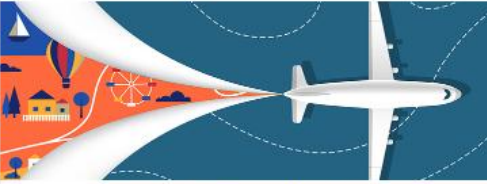
- JAN 08: Convening Leaders 2017 (more)
- JAN 09: Convening Leaders Live 2017 (more)
- JAN 09: Party With A Purpose (more)

At the bottom of the page is a large banner for "DESTINATION 2017 Snowcase" with the date "MARCH 2" and location "Marriott Wardman Park Washington, DC". It includes a "REGISTER NOW!" button and a logo for "Presented by Destination Marketing Association International".

# DIGITAL ADVERTISING

## PCMA eNEWSLETTER BANNER ADVERTISING


ThisWeek @ 




### 4 Tips For Air Travel In 2017

As you travel around the world for site visits, the experience in the air will continue to evolve in the new year. Here are four considerations for frequent fliers.

[LEARN MORE](#)




### Run Better. In Boston.



### How A Massive Tech Trade Show Is Embracing An Analog Engagement Tactic

When more than 170,000 attendees come together for one of the biggest trade shows in the US in January, they'll have some unique opportunities that don't involve a Wi-Fi signal, a beacon or any other piece of event technology.


[LEARN MORE](#)




### Using Data To Power Real-Time Meeting Design Innovation

As conference organizers collect data on attendee behaviors and preferences, they can use all that intelligence to make decisions that drive engagement. Brought to you by Freeman.

[LEARN MORE](#)




### Room 9 B & C



### 3 Key Lessons To Drive Your Streaming Success

As you outline a digital strategy for your organization, pay attention to these valuable insights from an expert who knows what it takes to engage attendees online.

[LEARN MORE](#)



### CONVENING LEADERS LIVE STREAM

CAN'T ATTEND IN AUSTIN? JOIN THE  
JANUARY 8-11, 2017 | FREE ONLINE | up to 55 daily hours  
[VIEW SCHEDULE](#)

### ThisWeek@PCMA (Weekly)

Newsletter featuring all things PCMA as well as the latest industry-wide news and developments

#### Position

#### Top

- 10x Series: \$20,000
- or 1x delivery: \$3,000

#### Anchor

- 10x Series: \$9,000
- or 1x delivery: \$1,250

#### Average Weekly Circulation

15,800+

#### Average Open Rate

44%

#### Specs

#### Leaderboards

- Top: 728 x 90
- Anchor: 728 x 90

# DIGITAL ADVERTISING

## PCMA eNEWSLETTER BANNER ADVERTISING (CONT'D.)

PCMA Career Center

Four Reasons Why 2017 Is the Year to Finally Start Your Side Gig  
Thinking about starting a side hustle of your own? Check out these four reasons why it might be the boost your career needs.  
[LEARN MORE](#)

THE START OF GREAT MEETINGS STARTS WITH US  
NEW INCREDIBLE SAVINGS | GETTER SHOW ROOM  
CHICAGO UNITED

2017

5 Career Tasks To Complete Before The End Of 2016  
As the year winds down, it's time to make sure you're setting yourself up for growth in 2017.  
[LEARN MORE](#)

Room 9 B & C

People on the Move This Month  
Your colleagues are on the move, find who is going where.  
[LEARN MORE](#)

Recently Posted Jobs

- Arlington, VA  
Director of Events
- Washington, DC  
Director, Meeting and Expo Services
- Atlanta, GA  
Sr. Specialist, Meeting Planner
- Chicago, IL  
Senior Manager, Marketing
- Alexandria, VA  
Senior Exhibits Specialist

[View More Jobs »](#) [Upload Your Resume »](#) [Find the right candidate Post a job today »](#)

Newly Updated  
PCMA CAREER CENTER  
BRINGING TOGETHER THE RIGHT TALENT & TOP COMPANIES IN THE BUSINESS EVENTS INDUSTRY

25% OFF  
ULTIMATE REACH JOB PACKAGES  
WITH CODE: J08325

PODCAST

Get The Top Talent - Use Code J08325  
Listen to PCMA online and on iTunes

TOWER ABOVE  
Make your event stand out in Canada's Downtown.

### CareerCenter@PCMA (Monthly)

Newsletter designed to help business-event strategists brush up on their skills and search for career opportunities

|                             |  |
|-----------------------------|--|
| Position                    | <b>Top</b> <ul style="list-style-type: none"> <li>1x: \$2,500</li> </ul> <b>Interstitial</b> <ul style="list-style-type: none"> <li>1x: \$2,000</li> </ul> <b>Anchor</b> <ul style="list-style-type: none"> <li>1x: \$1,250</li> </ul> |
| Average Monthly Circulation | 14,800+  |
| Average Open Rate           | 29%  |
| Specs                       | <b>Leaderboards</b> <ul style="list-style-type: none"> <li>Top: 728 x 90</li> <li>Interstitial: 728 x 90</li> <li>Anchor: 728 x 90</li> </ul>  |

## PCMA eNEWSLETTER BANNER ADVERTISING (CONT'D.)



Speakers provides a full spectrum of speakers and entertainment for events worldwide. Let us take the guesswork out of planning the key element of your next meeting.

800.677.3334 | [www.speakinc.com](http://www.speakinc.com) | [info@speakers.com](mailto:info@speakers.com)





**5 Trends To Watch in 2017**  
Convene's editors weigh in on the trends we'll be watching next year — everything from how high-tech events are accelerating the adoption of next-gen tools at meeting venues to how video is changing adult learning. [read more](#)

**It's Still a Manel's World**  
Women speakers continue to be under-represented at scientific and medical conferences. Why is that? [read more](#)

**Lorelei Gilmore Talks With Her Real Dad**  
DC-based experiential marketing agency 360 Live Media invited the 'Gilmore Girls' star Lauren Graham to sit down for a conversation with her father — and their clients got to listen in. [read more](#)



CAN'T ATTEND IN AUSTIN?  
JOIN US FOR THE  
CONVENING LEADERS LIVE STREAM

January 9-11, 2017  
FREE ONLINE earn up to 1.1 ceus  
[View Schedule & Register»](#)

**This 5-Letter Word is the Key to the Sharing Economy**  
The collaborative economy is more than just a start-up trend, says 2017 Convening Leaders keynote speaker Rachel Botsman. And it's fueled by trust. [read more](#)

**Managing Risk, from Multiple Angles**  
In the latest Intersection video, the Secretary General of the 2015 Paris Climate Change Conference outlines his strategy for keeping 50,000 attendees and a raft of foreign dignitaries secure — from cybersecurity to water testing. [read more](#)

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ADD CHARGING FURNITURE TO YOUR NEXT CORPORATE EVENT

### Convene@PCMA (Weekly)

Newsletter providing the best of *Convene* magazine's print and online-exclusive content, including videos and podcasts

|                                    |  |
|------------------------------------|--|
| <b>Position</b>                    | <b>Top</b> <ul style="list-style-type: none"> <li>• 1x: \$3,000</li> </ul> <b>Interstitial</b> <ul style="list-style-type: none"> <li>• 1x: \$2,500</li> </ul> <b>Anchor</b> <ul style="list-style-type: none"> <li>• 1x: \$2,000</li> </ul> |
| <b>Average Monthly Circulation</b> | 40,500+  |
| <b>Average Open Rate</b>           | 16% - 25%  |
| <b>Specs</b>                       | <b>Three Banner Positions</b> <ul style="list-style-type: none"> <li>• Top Leaderboard: 728 x 90</li> <li>• Interstitial Medium Rectangle: 728 x 90</li> <li>• Anchor Leaderboard: 728 x 90</li> </ul>                                       |



# DIGITAL ADVERTISING

## PCMA eNEWSLETTER BANNER ADVERTISING (CONT'D.)



**3 Key Lessons To Drive Your Streaming Success**  
As you outline a digital strategy for your organization, pay attention to these valuable insights from an expert who knows what it takes to engage attendees online.  
[READ MORE](#)

**Tips for Producing Global Digital Events**  
The society is involved in education, policy and technical aspects of the Internet, and as such, offers a great vantage point to understand the Internet's global landscape and what event organizers need to know when it comes to broadening their communities via the Internet.  
[READ MORE](#)

**Featuring**  
Rachel Botsman  
Jeremy Rifkin  
Jacob Morgan

**2017 Convening Leaders LIVE -Registration Open Now**  
During Convening Leaders LIVE, we will be live streaming the main stage keynote presenters, thought leaders and some of the most talked-about breakout.  
[READ MORE](#)

**PLAY NOW TO ACQUIRE YOUR OWN MGM RESORTS DESTINATION!**  
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**JOBS NOW HIRING**

**Are You Seeking A Digital Event Position?**  
[VIEW JOBS](#)

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Our address is 30 E. Wacker Drive, Chicago, IL 60601  
If you do not wish to receive future emails, [click here](#).

### DEI eNewsletter (Bi-Monthly)

Newsletter from PCMA's Digital Experience Institute, showcasing meeting-event technology, with a focus on digital and hybrid meeting strategy and production

|                                    |  |
|------------------------------------|--|
| <b>Position</b>                    | <b>Top</b> <ul style="list-style-type: none"> <li>• 1x: \$1,000</li> </ul> <b>Interstitial</b> <ul style="list-style-type: none"> <li>• 1x: \$750</li> </ul> <b>Anchor</b> <ul style="list-style-type: none"> <li>• 1x: \$500</li> </ul> |
| <b>Average Monthly Circulation</b> | 3,900+   |
| <b>Average Open Rate</b>           | 19%  |
| <b>Specs</b>                       | <b>Leaderboards</b> <ul style="list-style-type: none"> <li>• Top: 728 x 90</li> <li>• Interstitial: 728 x 90</li> <li>• Anchor: 728 x 90</li> </ul>  |

# DIGITAL ADVERTISING

## PCMA eNEWSLETTER BANNER ADVERTISING (CONT'D.)

### PCMA News Junkie (Daily)

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.

| Position                    | Top Leaderboard  | Anchor Leaderboard   |
|-----------------------------|--|--|
|                             | <ul style="list-style-type: none"> <li>• 1x: \$2,500 per delivery</li> <li>• 5x: \$1,850 per delivery</li> <li>• 10x: \$1,500 per delivery</li> <li>• 20x: \$1,350 per delivery</li> </ul> | <ul style="list-style-type: none"> <li>• 1x: \$1,250 per delivery</li> <li>• 5x: \$850 per delivery</li> <li>• 10x: \$750 per delivery</li> <li>• 20x: \$650 per delivery</li> </ul> |
| Average Monthly Circulation | 14,500+  |  |
| Average Open Rate           | 35%  |  |
| Specs                       | 728 x 90 – PC/iPad compliant   |  |

**pcma News Junkie**  
Breaking News for Today's Meetings Industry

**PLAN SOMETHING MEMORABLE.** **MEET L.A.** **Los Angeles**  
TOURISM & CONVENTION BOARD

**Featured Articles**

[Healthiest airplane food in the U.S.? Virgin America wins top spot](#)  
*Washington Post*  
The Diet Detective has some tips on how you can eat well on a plane – can you use any of them when planning the F&B for your next meeting?

[10 Hotel Trends That Will Shape Guest Experience in 2017](#)  
*skift.com*  
Take a look at these predictions for some of the biggest trends that will impact the hospitality industry and the overall guest and meeting attendee experience.

[Less is More, For Your Site Selection Process](#)  
*etouches*  
Try this progressive path to selecting a hotel for your next meeting that will ensure you get complete proposals and the best offers from venues.

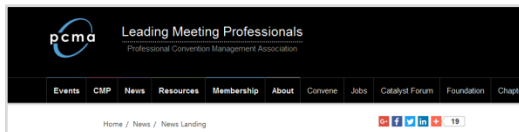
[7 Hotels We Loved in 2016](#)  
*travelpulse.com*  
Check out these seven noteworthy hotels from 2016 – could one of them be the location of your next meeting?

[Eventprofs Share: 8 Trends in #SocialMedia and #EventMarketing](#)  
*eventmanagerblog.com*  
Find out what meeting and event professionals around the world see as the top trends in social media and event marketing for the upcoming year.

[8 Mistakes You Need To Leave Behind In 2017](#)  
*Fast Company*  
As you continue to ring in the new year, leave behind these common mistakes that may be holding you back.

**CONVENING LEADERS LIVE STREAM**  
JANUARY 8-11, 2017 | FREE ONLINE | up to 11 clock hours  
[VIEW SCHEDULE](#)

# DIGITAL ADVERTISING



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 illusion of filmmaking. Separate adventures will lead visitors on a high-speed chase, Green Hornet style, exploring the magical world of the Smurfs, joining the Furious Five on an epic martial arts escapade or playing hero at any one of a dozen attractions, from roller coasters to thrill rides, multimedia theatre shows and interactive play zones.

### LEGOLAND® Dubai



Kids of all ages can build their way through non-stop interactive fun at **LEGOLAND® Dubai**, with more than 40 LEGO® themed rides, shows, and building experiences. Build and race LEGO® cars or build with LEGO MINDSTORMS® robotics. Six separate regions feature different adventures and opportunities to play with the world famous building blocks of kids' imaginations. LEGO® MINILAND, an interactive beehive of excitement, is made up of an impressive 20 million LEGO® bricks featuring Dubai's iconic skyline and key landmarks from around the Middle East and a ten meter play table with LEGO® bricks.

### LEGOLAND® Water Park

Visitors can beat the heat at **LEGOLAND® Water Park**, the only water park in the UAE designed specifically for kids aged 2-12 and their families. At this unique water park, kids can take on the Joker Soaker, build their very own LEGO® raft, go on a splash safari or slip and slide their way down one of more than 20 water slides and attractions.



## 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:** 15,800+

**With Retargeting:** \$7,500 net

**Estimated Impressions:** 414,000+

### Key Advertiser Benefits:

- Article in *ThisWeek@PCMA* on Tuesday (15,800+)
- 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

## 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:** 40,500+

**With Retargeting:** \$7,500 net

**Estimated Impressions:** 430,000+

### Key Advertiser Benefits:

- Article in *Convene@PCMA* on Thursday (40,500+)
- 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



# PCMA EVENTS

## ADVERTISING OVERVIEW

### 2017 PCMA EDUCATION CONFERENCE

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

|   | DISTRIBUTION   | AVAILABLE POSITIONS   | NET RATE  |
|---|--|---|---|
| ONSITE BRANDING   |  |   |   |
| <b>PCMA-TV</b>  | <b>600-900 Attendees</b> <ul style="list-style-type: none"> <li>HQ Hotel Channels (in-room tent cards to highlight channels)</li> <li>Meeting Room Monitors (where available)</li> <li>Education Conference – “It’s a Wrap” Email</li> <li>PCMA and <i>Convene</i> websites (when applicable)</li> <li>Relevant PCMA social media channels</li> <li>Mobile app (if functionality available)</li> </ul> | <b>Exclusive</b> <ul style="list-style-type: none"> <li>Opening verbal and logo recognition with 15 second commercial</li> <li>15 second scrolling text ticker, followed by a static message</li> </ul> | <ul style="list-style-type: none"> <li>1x: Buyout - \$5,000</li> </ul>  |
| <b>Hotel Key Cards</b><br>Distributed at all hosts hotels   | <b>600-900 Attendees</b>   | <b>Exclusive</b><br><br><b>SOLD</b>   | <ul style="list-style-type: none"> <li>1x: \$8,500</li> <li>1-side static image</li> </ul>  |
| <b>Charging Stations</b> <ul style="list-style-type: none"> <li>Video or slideshow</li> <li>Billboard Wrap</li> </ul> | <b>600-900 Attendees</b><br>High traffic and networking areas in convention center   | <ul style="list-style-type: none"> <li>4 total</li> <li>1 advertiser exclusive per station</li> </ul>   | <ul style="list-style-type: none"> <li>1x: \$4,500 per station</li> <li>Buyout all 4 - \$16,000</li> <li>Station does not include key card</li> </ul> |
| MOBILE APP  |  |   |   |
| <b>Banner Ad</b>  | <b>600-900 Attendees</b> <ul style="list-style-type: none"> <li>All attendees download, per past stats</li> </ul>  | <ul style="list-style-type: none"> <li>4 banners</li> </ul>   | <ul style="list-style-type: none"> <li>\$4,000 each</li> </ul>  |
| ATTENDEE eNEWSLETTER BANNER ADS<br>600 – 900  |  |   |   |
| <b>Top</b><br>PC: 728x90<br>Mobile: 320x50  | <ul style="list-style-type: none"> <li>1x May</li> <li>1x June</li> <li>1x Post “It’s a Wrap”</li> </ul>   | <ul style="list-style-type: none"> <li>1 per newsletter</li> </ul>  | <ul style="list-style-type: none"> <li>1x: \$2,000</li> </ul>   |
| <b>Interstitial</b><br>PC: 728x90<br>Mobile: 320x50   | <ul style="list-style-type: none"> <li>1x May</li> <li>1x June</li> <li>1x Post “It’s a Wrap”</li> </ul>   | <ul style="list-style-type: none"> <li>1 per newsletter</li> </ul>  | <ul style="list-style-type: none"> <li>1x: \$1,500</li> </ul>   |
| <b>Anchor</b><br>PC: 728x90<br>Mobile: 320x50   | <ul style="list-style-type: none"> <li>1x May</li> <li>1x June</li> <li>1x Post “It’s a Wrap”</li> </ul>   | <ul style="list-style-type: none"> <li>1 per newsletter</li> </ul>  | <ul style="list-style-type: none"> <li>1x: \$1,000</li> </ul>   |

# PCMA EVENTS

## ADVERTISING OVERVIEW

### 2018 CONVENING LEADERS ANNUAL MEETING

January 7-10, 2018 – Nashville, Tennessee

|  | DISTRIBUTION  | AVAILABLE POSITIONS                                     | NET RATE   |
|--|---|---|--|
| <b>SHOW DAILIES</b>  |   |   |  |
| <b>SPECIAL RATES:</b> For advertisers running in the November and/or December 2017 issues of <i>Convene</i><br>Tabloid Page – \$5,000 net; Junior Page – \$4,000 net |   |   |  |
| <b>TAB Page</b>  | 4,000 per day   | 32 per day  | <ul style="list-style-type: none"> <li>1-day: \$4,070</li> <li>3-day: \$10,000</li> </ul>      |
| <b>Junior-Page</b>   | 4,000 per day   | 32 per day  | <ul style="list-style-type: none"> <li>1-day: \$3,040</li> <li>3-day: \$7,500</li> </ul>       |
| <b>Bellyband (supplied)</b>  | 4,000 per day   | 1 per day   | <ul style="list-style-type: none"> <li>1-day: \$8,500</li> <li>3-day: \$20,000</li> </ul>      |
| <b>Insert (supplied)</b>   | 4,000 per day   | 1 per day   | <ul style="list-style-type: none"> <li>1-day: \$7,500</li> <li>3-day: \$18,000</li> </ul>      |
| <b>ONSITE BRANDING</b>   |   |   |  |
| <b>“Show Dailies” Distribution Racks and Staff Uniforms</b>  | 4,000 per day for 3 days  | Exclusive Sponsorship                                   | <ul style="list-style-type: none"> <li>1x: \$15,000 for all 3 days</li> </ul>                  |
| <b>Charging Stations</b>   | Reach 4,000 attendees (Mon, Tues, Wed)  | 8 (1 exclusive per station)                             | <ul style="list-style-type: none"> <li>1x: \$7,500 each</li> </ul>                             |
| <b>PCMA-TV</b>   | <ul style="list-style-type: none"> <li>4,000 per day w/HQ Hotel Channels and Convention Center Monitor;</li> <li>14,000+ daily eNewsletters plus Social Media</li> </ul>                                | 4 (1 sponsor per day – Mon, Tues, Wed and “It’s a Wrap) | <ul style="list-style-type: none"> <li>1x: \$6,500 each</li> <li>1x: \$15,000 all 3</li> </ul> |
| <b>MOBILE APP</b>  |   |   |  |
| <b>Banner Ad</b>   | <ul style="list-style-type: none"> <li>Accumulating over 1.5 million impressions</li> <li>Banner ad on menu page with click-thru to full page as shown with click-thru to advertiser website</li> </ul> | 5   | \$7,500 each   |
| <b>CONVENING LEADERS WEBSITE</b>   |   |   |  |
| <b>Website Banner</b><br>Interstitial (970 x 90)<br>(between Registration & Networking Events)   | <b>Monthly:</b> Sept through Jan<br>20,000 minimum impressions per month  | 4   | \$2,500 each   |
| <b>eNEWSLETTER BANNER ADS</b>  |   |   |  |
| <b>Top</b><br>728 x 90   | <ul style="list-style-type: none"> <li>Attendees Monthly: Oct through Jan</li> <li>3 onsite; 1 post event</li> </ul>  | 1 per newsletter  | 1x: \$2,000  |
| <b>Interstitial</b><br>728 x 90  | <ul style="list-style-type: none"> <li>Attendees Monthly: Oct through Jan</li> <li>3 onsite; 1 post event</li> </ul>  | 1 per newsletter  | 1x: \$1,500  |
| <b>Anchor</b><br>728 x 90  | <ul style="list-style-type: none"> <li>Attendees Monthly: Oct through Jan</li> <li>3 onsite; 1 post event</li> </ul>  | 1 per newsletter  | 1x: \$1,000  |