



## PCMA Convene TV: FEATURED RUNDOWN

# SPECs

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### Advertiser receives:

- Opening logo & Verbal acknowledgement
- Fixed logo placement in the commentator's background
- 15 second ticker advertisement followed by a static message placement
- 15-30 second commercial video at opening AND longer video at end (optional)

### DISTRIBUTION:

- Distributed via the PCMA Convene eNewsletter @ 40,500+ 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

### ✓ **Opening Verbal and Logo Recognition with 15 Second Commercial**

- **Logo:** .eps file (high-resolution)
- **15-30 Second Commercial:** h264, .mp4 file at 1080p resolution

### ✓ **15 Second Scrolling Text Ticker, Followed by a Static Message**

- **Scrolling message:** unlimited characters
- **Static Message:** 65 characters maximum

### ✓ **2 min 30 seconds Video may follow PCMA TV end**

- **Video:** h264, .mp4 file at 1080p resolution

Please email ad materials to PCMA Production as directed by editor