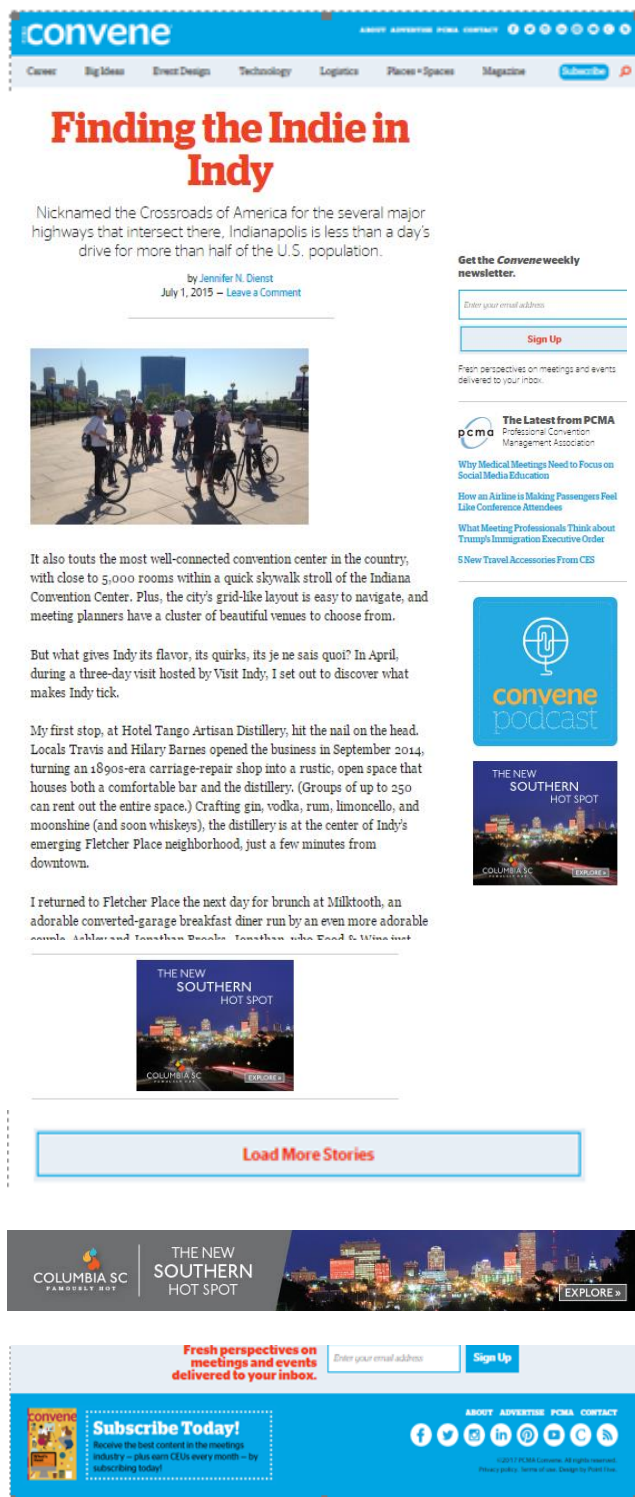


EXAMPLE OF BANNER PLACEMENTS



PCMAConvene.org NATIVE ADVERTISING

- Delivering your message in content format
- Full Article on PCMAConvene.org website

EXPOSURE/DISTRIBUTION:

- Article in *Convene@PCMA* on Thursday (40,500+)
 - Limited to 1 per week: Image to the left and copy to the right with shaded background noted "Sponsored"
- Lives on PCMAConvene.org for 12 months
- Digital takeover on article web page
- In PCMA Social Media (Facebook/Twitter) where appropriate with noted "Sponsored Post"
- Marketing toolkit for advertiser to create additional buzz around article
- Retargeting option from article web page takeover

ARTICLE EDITORIAL CONTENT AND PHOTOS

Work with the *Convene* editorial team to develop content and focus on topics that align with advertiser goals and are of educational value to the audience. Written by the *Convene* editorial team, photo assets will be needed and all final content will be approved by the advertiser.

- **30-45 days prior to start date**

Convene editor will contact advertiser editorial contact

ADVERTISER PROVIDES **2 weeks** prior to Native Start Date

- Article Web Page Takeover: Side, Interstitial, Anchor

SPECS Side and Interstitial Medium Rectangle: 300x250 (40KB)

Anchor: PC: 970x90 / Mobile: 320x50 (60KB)

Accepted File Format: JPEG, GIF

URL Link for each banner

- Retargeting Option

SPECS Medium Rectangle: 300x250

Leaderboard: 728x90

Wide Skyscraper: 160x600

Accepted File Formats: JPEG, GIF /Maximum File Size: 150KB

URL Link for each banner

- Website Article

SPECS Logo with URL Link

Send Ad Materials and Production Questions to:

PCMA Production: E-Mail: advertising@pcma.org

Phone: 312-423-7236 or 312-423-7228