



EXAMPLE OF BANNER PLACEMENTS

PCMA.org NATIVE ADVERTISING

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

EXPOSURE/DISTRIBUTION

- Article in *ThisWeek@PCMA* on Tuesday (14,800+)
- Article in 2 NewsJunkies@PCMA on Wednesday and Friday
 - Limited to 1 per week: Image to the left and copy to the right with shaded background noted "Sponsored"

- Lives on PCMA.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:** Top, Side, Anchor

SPECS Top: PC: 970x90 (pushdown option); and Mobile: 320x50 (60KB)

Side Medium Rectangle: PC: 300x250

Anchor Leaderboard: PC: 970x90 / Mobile: 320x50 (40KB)

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: advertising@pcma.org 312-423-7236 or 312-423-7228