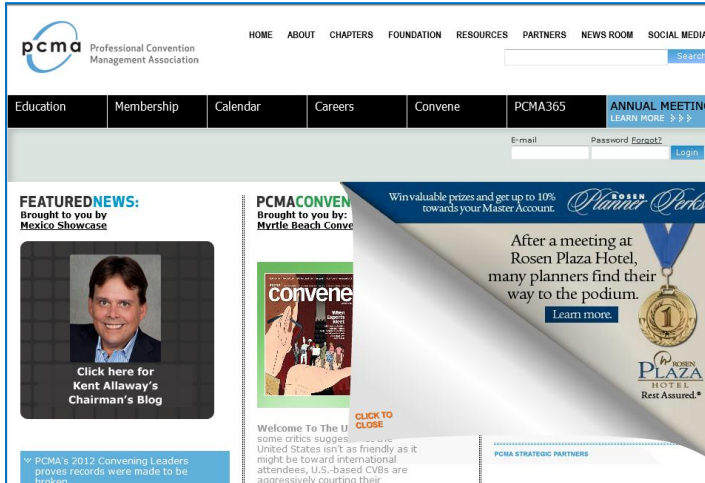


PCMA.org

A community-centric Web site environment focused on empowering meeting professionals with the industry's best education, news, events and resources—all the essential benefits and tools needed to learn, connect and grow in the meetings industry!

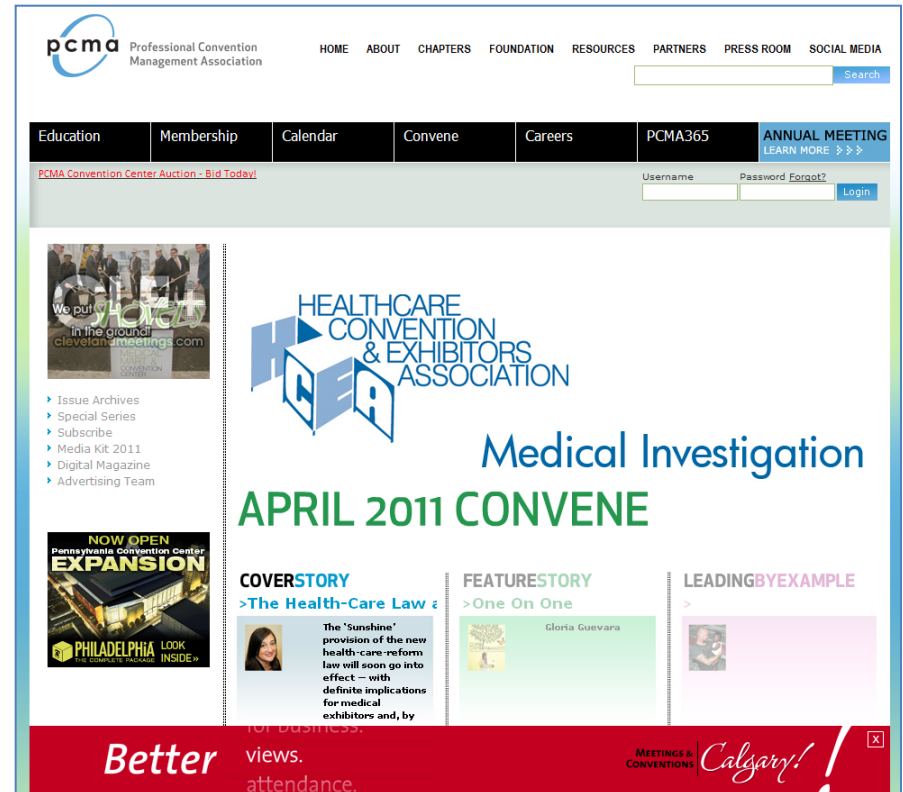


Home page Peel-back Ad

Top Run-of-Site
(180 x 150)

Rotating Run-of-Site
(180 x 150)

Catfish Banner
(955 x 75)



For more information on advertising in *Convene*, go to www.pcma.org/advertise

Run-of-Site Banners (ROS)	Available Positions	Net Rate	Estimated Impressions (per banner)
Top Run-of-Site* (ROS) Banner Top-left banner, above left-navigation; this position will display only one advertiser until the page is advanced or refreshed, providing greater exposure	10	\$2,500 per month	15,000 per month
Rotating Run-of-Site* (ROS) Banner Bottom-left banner, below left-navigation. This position will rotate every 10-seconds and when page is advanced/refreshed, providing maximum impressions	20	\$1,500 per month	150,000 per month
Catfish Banner Always visible at the bottom of web browser as user scrolls down the page; this position will display one catfish advertiser until page is advanced/refreshed, providing maximum exposure.	5	\$7,500 per month	5,000 per month

Home Page Advertising	Available Positions	Net Rate	Estimated Impressions (per banner)
Home Page Package Includes advertiser "Brought to you by" text on PCMA.org home page, and one, top run-of-site* (ROS) banner	5	\$4,500 per month	20,000 per month
Home Page Peel-back Always visible at top-right corner of home page, above Events Calendar; this position will display one exclusive advertiser providing maximum exposure	1	\$7,500 per month	10,000 per month

*Except pages tied to PCMA Partnership Program

All Digital Advertising Opportunities based on availability and subject to change. Please contact your Account Executive for most current opportunities.

Material Specifications and Deadlines	
Run-of-Site ROS Banner Specs	180 pixels wide x 150 pixels high
Acceptable File Types	GIF, JPEG, SWF (SWF must include embedded clickTAG code)
Maximum ROS Banner Limitations	Time - 10-seconds; Loops - unlimited; Frames/second - unlimited; File size - 50k
Hyperlinks	Provide unique click-through URL. For SWF files, clickTAG code must be embedded in banner file
Home page Peel-back Specs	Detailed specifications will be provided upon request
Acceptable File Types	SWF (do not embed any URLs); maximum file size - 70K
Additional specifications	Requires eye blaster workshop to create ad correctly; a blank template will be provided; advertiser may not change existing AS code or adjust size of peel-back ad
Catfish Banner Specs	Detailed specifications will be provided upon request
Catfish Dimensions	955 pixels wide x 75 pixels high
Acceptable File Types	SWF; maximum file size - 750K; maximum duration - 20-seconds
Additional specifications	Requires eye blaster workshop to create ad correctly; Must use all eye blaster tags within file for user actions including Close Ad, Mute, and No auto-playback; First frame may not include sound, action scripts that initialize timers, movie clips with animation.
Material Contact	Kathy Mulvihill, 312-423-7236, kmulvihill@pcma.org
Material Deadlines	Run-of-Site Banners due 2-weeks prior to start/run-date Peel-back and Catfish Banners due one-month prior to start/run-date

PCMA continues to enhance communication with members and customers – from more segmented messages, to reduced e-mail communications, with information and resources members and customers want and can't find anywhere else, and increasing engagement with our content. PCMA offers three e-newsletter options:

ThisWeek@PCMA

The “Official” weekly e-Newsletter:

The go-to weekly e-newsletter for all things PCMA, rich with topic focused content, articles, information, and resources you can't find anywhere else.

Circulation = 12,000

CareerCenter@PCMA:

Monthly e-newsletter with a new layout, focused on professional career development and search for new job opportunities.

Circulation = 12,000

NEW Convene@PCMA:

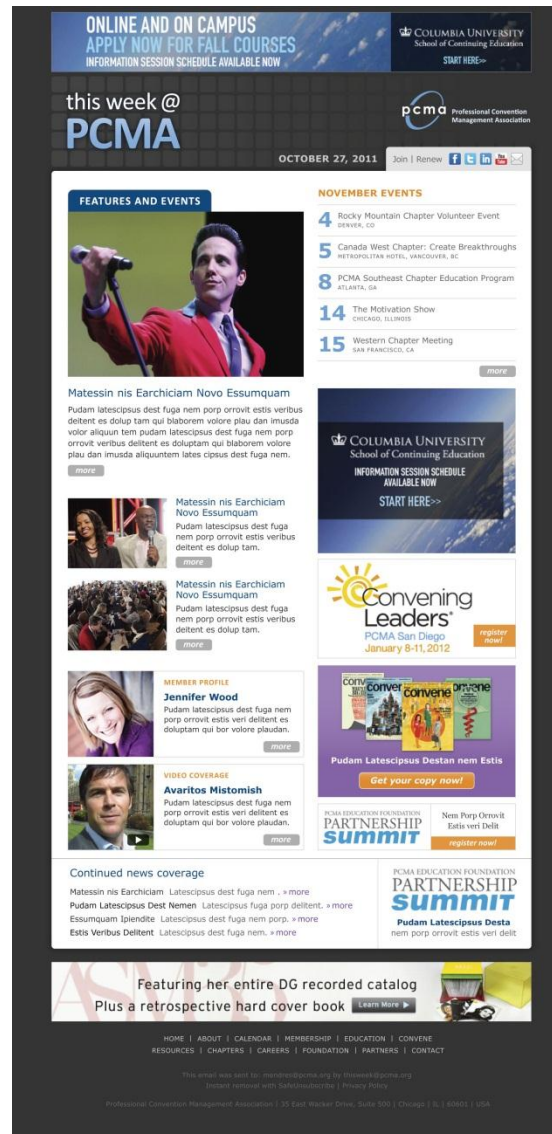
New monthly e-newsletter to compliment and promote the print and online versions of *Convene* magazine, including stories not included in print and video interviews.

Circulation = 15,000

Advertising Positions:

Multiple banner positions* and sizes available within each weekly and monthly e-newsletter. Look to right for sizes and position, and see reverse for rates and specifications.

*AIB standard banner sizes



← Top Leaderboard
(728 x 90)

← Medium Rectangle
(300 x 250)

← Anchor Leaderboard
(728 x 90)

For more information on advertising in *Convene*, go to www.pcma.org/advertise

<i>Estimated, Average Weekly</i>		ThisWeek@PCMA Advertising Opportunities					
<i>Expected, Average Open Rate:</i>							
Type	Position	Dimensions/Specs	Available Positions	1x Net Rate*	Frequency	Annual Net Rate	Frequency
Top Leaderboard	Top of newsletter	728 x 90	5 rotations (10x/year)	Not Available	Not Available	\$15,000	per year
Medium Rectangle	Right-side (under Events)	300 x 250	5 rotations (10x/year)	Not Available	Not Available	\$13,500	per year
Bottom Leaderboard	Bottom of newsletter	728 x 90	5 rotations (10x/year)	\$850	per week	\$7,500	per year

*Please note, weekly e-newsletters are available on annual rotation/buy option. When available, 1x-3x buys will be considered.

<i>Estimated, Average Monthly</i>		CareerCenter@PCMA Advertising Opportunities					
<i>Expected, Average Open Rate:</i>							
Type	Position	Dimensions/Specs	Available Positions**	1x Net Rate	Frequency	3x Net Rate	Frequency
Top Leaderboard	Top of newsletter	728 x 90	1x monthly; 3x per yr	\$2,000	per month	\$5,000	per year
Medium Rectangle	Right-side	300 x 250	1x monthly; 3x per yr	\$1,800	per month	\$4,500	per year
Bottom Leaderboard	Bottom of newsletter	728 x 90	1x monthly; 3x per yr	\$1,000	per month	\$2,500	per year

**Monthly e-newsletters are available for purchase on 1x or 3x buys; recommended maximum 3x buy per year per position.

<i>Estimated, Average Monthly</i>		Convene@PCMA Advertising Opportunities					
<i>Expected, Average Open Rate:</i>							
Type	Position	Dimensions/Specs	Available Positions**	1x Net Rate	Frequency	3x Net Rate	Frequency
Top Leaderboard	Top of newsletter	728 x 90	1x monthly; max 3x per yr	\$2,500	per month	\$6,300	per year
Medium Rectangle	Right-side	300 x 250	1x monthly; max 3x per yr	\$2,250	per month	\$5,750	per year
Bottom Leaderboard	Bottom of newsletter	728 x 90	1x monthly; max 3x per yr	\$1,275	per month	\$3,200	per year

**Monthly e-newsletters are available for purchase on 1x or 3x buys; recommended maximum 3x buy per year per position.

E-newsletter File Types: GIF or JPEG (NOTE: Only first frame of animated GIF may appear in e-newsletter depending on user system); Maximum file size 50KB.

Material Deadline: 2-weeks prior to run-date

Material Contact: Kathy Mulvihill, 312-423-7236, kmulvihill@pcma.org

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