

EVENT ADVERTISING

PCMA CONVENING LEADERS: 2012 ANNUAL MEETING

Sunday, January 8 - Wednesday, January 11, 2012

Convening Leaders Show Daily

Three (3) daily newspapers from the annual meeting, room dropped to attendees on Monday, Tuesday and Wednesday morning

Space Deadline: October 3, 2011

Materials Deadline: November 1, 2011



Net Advertising Rates	Convening Leaders 1, 2 or 3	All three issues
Tabloid Page	\$4,070 per issue	\$10,000
	\$2,060 per issue*	\$5,000*
Junior Page	\$3,040 per issue	\$7,500
	\$1,615 per issue*	\$4,000*

*Special rates for November and/or December 2011 *Convene* advertisers.
Please inquire for bellyband opportunities and rates. Bellybands supplied by advertiser unless a print quote is requested and included on insertion order.

Mechanical Specifications
Publication trim size 9 1/2" (24.13 cm) wide x 13 1/4" (33.655 cm) deep
Tabloid Page 8 1/2" wide (21.59 cm) x 12 1/4" (31.115 cm) deep
Tabloid Page (Bleed) 9 5/8" (24.448 cm) wide x 13 1/2" (34.29 cm) deep
Junior Page 6" (15.24 cm) wide x 8 1/2" (21.59 cm) deep
Note: All dimensions are non-bleed unless specified Screens: B&W or 4-color halftone, 133 line

Digital Wall

An oversized plasma wall in high-traffic area, providing a dynamic palette for advertisers to share branded content, promotion, and relevant information for attendees.

Space Deadline: November 1, 2011 **Materials Deadline:** December 1, 2011

Digital Wall	\$2,500 Net
Mechanical Specifications:	
Ads should be created and submitted in "ready to air" 15-second segment	
File Type: PowerPoint (PPT) files using a 16:9 format (cannot accept files created in 4:3 format)	
Limitations: PowerPoint slides = none; Seconds = :15	
Audio/Video: Must be embedded within PowerPoint (PPT) file; audio will only be heard within about 10' of plasma wall	
Plasma Wall Dimensions: 12' wide x 6' high (3.658 meters wide x 1.829 meters high)	

PCMA-TV

PCMA-TV daily highlights of the Annual Meeting broadcast on digital signage, on hotel channel, posted on the PCMA Web site and included in e-Daily highlights to attendees, PCMA members, and prospects.

Space Deadline: November 1, 2011

Materials Deadline: December 1, 2011

Final Program

Distributed to over 3,000 meeting attendees at registration of the annual meeting

Space Deadline: October 3, 2011

Materials Deadline: November 1, 2011

PCMA-TV	\$7,500 Net per day
Specifications:	
1-exclusive spot available each day (4-days total)	
Commercial: Quick Time Movie file, 16 x 9 dimensions, maximum time length 15-seconds	
Banner: 468 x 60 Banner, GIF or JPG files, Unique URL (banner should not animate)	

Inside Pocket of Folder	\$15,000 Net
Mechanical Specifications:	
Live Area: 8 1/4" (20.955 cm) wide x 5" (12.7 cm) deep	
Bleed: 8 1/2" (21.59 cm) wide x 5 1/4" (13.335 cm) deep	
Allow 1/4" (0.635 cm) wide for center-fold	
Bellyband around Folder \$15,000 Net	
Mechanical Specifications:	
10" (25.4 cm) wide x 6" (15.24 cm) deep, of which 4" (10.16 cm) wide is front cover exposure	
Affixed on the back of the Folder	

PCMA EDUCATION CONFERENCE

Summer 2012

Final Program

Junior-sized notebook distributed to 500 meeting attendees at registration.

Final Program	\$2,500 Net
Specifications:	
Only 8 full-pages available	
6 7/8" (17.463 cm) wide x 9 3/4" (24.765 cm) deep trim size, with 3/8" (0.953 cm) left gutter	
File format: high resolution PDF	
Space and materials deadlines to-be-determined	

PCMA-TV

PCMA-TV highlights of the Education Conference broadcast on the PCMA Web site and included in e-Post e-mail to attendees, PCMA members, and prospects following the conference.

PCMA-TV	\$2,500 Net
Specifications:	
Only 1-exclusive spot available	
Commercial: Quick Time Movie file, 16 x 9 dimensions, maximum time length 15-seconds	
Banner: 468 x 60 Banner, GIF or JPG files, Unique URL (banner should not animate)	
Space and materials deadlines to-be-determined	

Event and Digital Materials

Contact:

Production Coordinator

312.423.7236

advertising@pcma.org

Call for material submission and FTP instructions.