

PCMA
convene[®]

destination
DC

Co-op Advertising Section
Convene Magazine
June 2012



Destination DC Advertising Section

Convene® Magazine – June 2012



Convene magazine is pleased to work with Destination D.C. on this special co-op advertising partnership in an effort to increase DC's exposure to the PCMA community.

- **30,000 Qualified Meeting Buyers with total reach of over 60,000**
- **BPA Audited Circulation**
- **Readership of Association, Corporate, and Independent meeting professionals**
- **90% final decision maker/recommend to final decision maker with 30% Executive Level or C-Suite**

ADVERTISING DETAILS:

- One-time insertion in June 2012 issue of *Convene*.
- Advertiser receives full-page ad plus full-page editorial. Go to www.pcma.org/advertise for ad specifications.
- Editorial written and approved by *Convene* editorial staff.
- Co-op advertising rate represents a 20% savings.
- PCMA will invoice each partner directly upon publication of issue. Payment is due within 30-days of invoice date.

DEADLINES:

- Space deadline April 2, 2012.
- Editorial deadline April 15, 2012.
- Materials deadline May 1, 2012 .
- Send ad materials to Kathy Mulvihill at kmulvihill@pcma.org
- Advertiser to provide editorial contact name, phone, and e-mail to be contacted by *Convene* editorial staff.

ADDED VALUE:

- Complimentary editorial and design by *Convene* editor
- High-resolution PDF reprints upon request
- All advertising with live links will appear on *Convene* Digital Edition on PCMA.org website and archived minimum 1-year

DESTINATION DC PARTNER RATES

FULL-PAGE + FULL-PAGE
ADVERTORIAL

\$6,600 NET PER PARTNER

FOR MORE INFORMATION CONTACT:

WENDY KRIZMANIC
ACCOUNT EXECUTIVE
PCMA CONVENE MAGAZINE
PH: 312.423.7248 – CELL: 312.636.9254
WKRIZMANIC@PCMA.ORG

PCMA
convene®

