



Special FLORIDA Destination Advertising Section Convene Magazine - March 2012

Convene magazine is pleased to continue our “Marketing Partner Co-Op” advertising partnership with VISIT FLORIDA. In an effort to increase FLORIDA’s exposure to the PCMA community, VISIT FLORIDA has approved the following FLORIDA DESTINATION Supplement for your participation:

THE DETAILS:

- One-time insertion in March 2012 issue of *Convene*.
- Advertising format may be full-page advertising plus full-page editorial, or half-page advertising plus half-page editorial.
- Advertiser editorial is written and approved by *Convene* editorial staff.
- Marketing Partner Rates represent a 25% savings.
- Payment terms: Each partner will be responsible for own advertising payment. PCMA will invoice each partner directly upon publication of issue. Payment is due within 30-days of invoice date.

THE DEADLINES:

- Advertising insertion order/reservation due January 26, 2012.
- Materials due February 3, 2012. Send materials to Kathy Mulvihill kmulvihill@pcma.org
- Advertiser to provide editorial contact name, phone, and e-mail by January 26, 2012. Editorial contact will be contacted by and work with *Convene* editorial staff.

THE ADDED VALUE:

- Complimentary editorial writing fee by *Convene* editor
- High-resolution PDF reprints upon request
- Invitation to Chairmen’s Reception at 2013 PCMA Convening Leaders, annual meeting in Orlando, FL
- All advertising with live links will appear on *Convene* Digital Edition on PCMA.org website and archived minimum 1-year

MARKETING PARTNER RATES

FULL-PAGE + FULL-PAGE ADVERTORIAL
\$6,500 NET PER PARTNER

HALF-PAGE + HALF-PAGE ADVERTORIAL
\$4,500 NET PER PARTNER

NON-MARKETING/WEB PARTNER RATES

FULL-PAGE + FULL-PAGE ADVERTORIAL
\$8,721 NET PER PARTNER

HALF-PAGE + HALF-PAGE ADVERTORIAL
\$6,027 NET PER PARTNER

FOR MORE INFORMATION CONTACT:

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