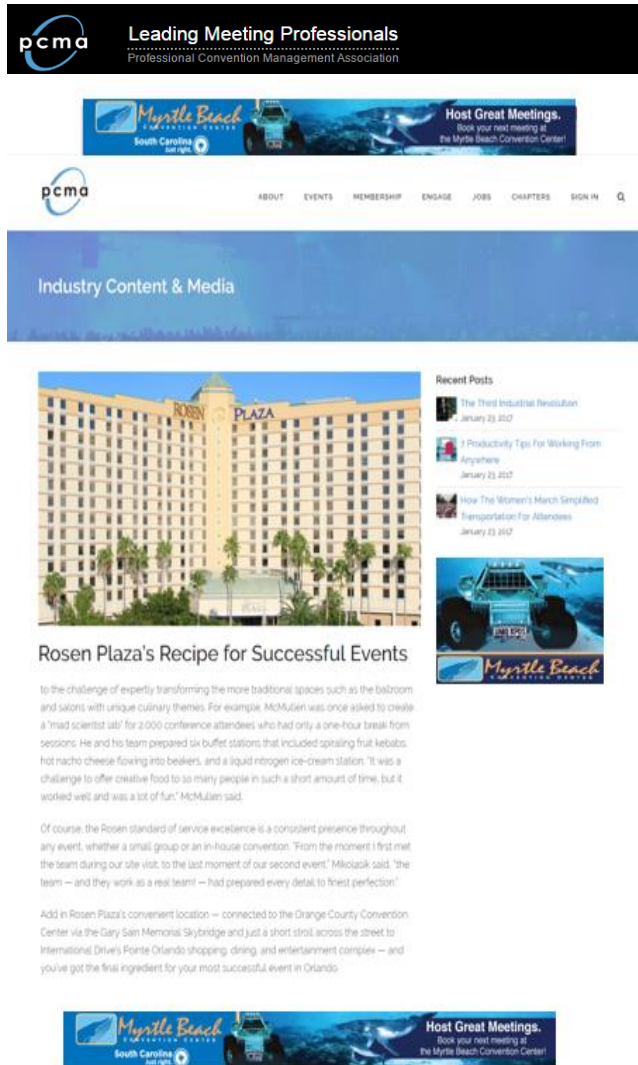


**EXAMPLE OF BANNER PLACEMENTS**



**PCMA.org NATIVE ADVERTISING**

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

**EXPOSURE/DISTRIBUTION:**

- Article in *ThisWeek@PCMAConvene* on Tuesday (38,000+)
  - Limited to 1 per week noted "Sponsored"
- Additional eNewsletters Distribution:
  - 2x Delivery: *News Junkie* (21,000+ each)
- Lives on PCMA.org for 12 months with all 3 Digital banner takeover on your Native article web page
- Retargeting: 3 banners option available

**ARTICLE EDITORIAL CONTENT AND PHOTOS**

Work with the *Convene* editor 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 and Mobile: 320x50 (60KB)

Side Medium Rectangle: PC: 300x250 / Mobile: 320x50 (40KB)

Anchor Leaderboard: PC: 728x90 / 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:**

PCMA Production: Laura Williams E-Mail: [llwilliams@pcma.org](mailto:llwilliams@pcma.org) Phone: 312-423-7228