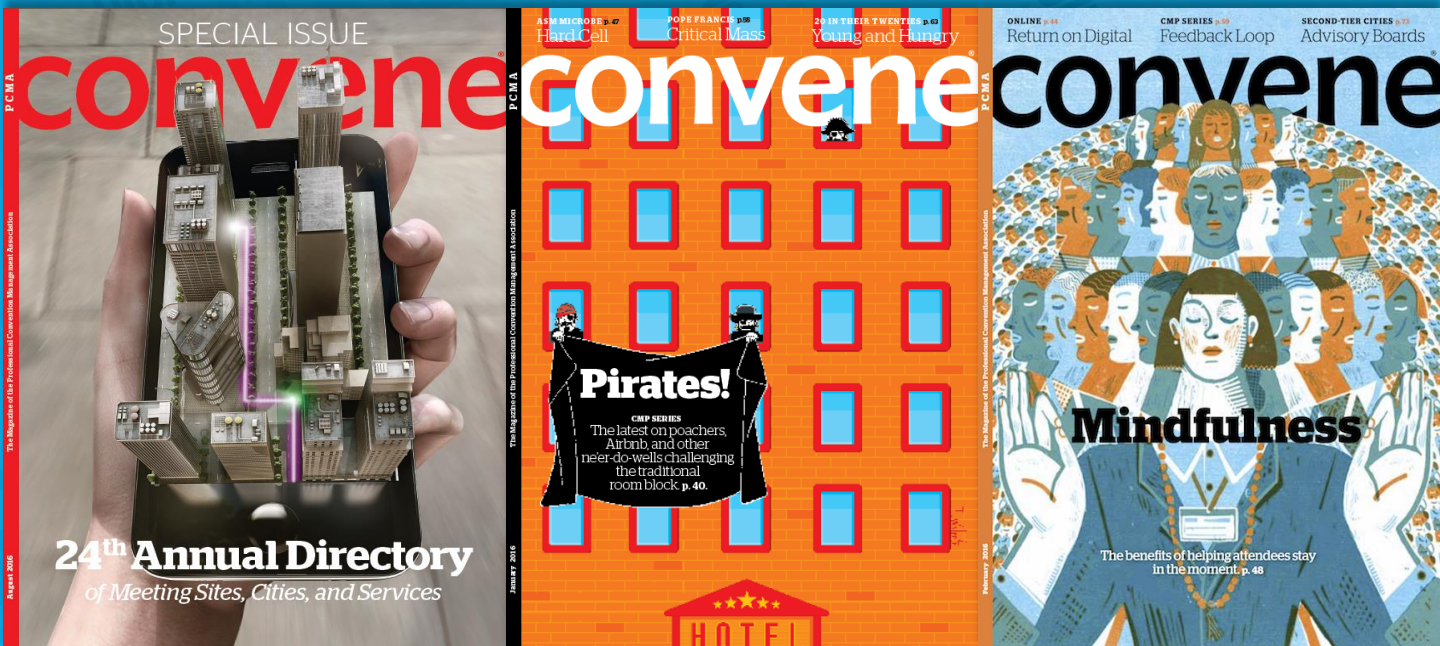




PCMA
convene[®]



2017 PCMA Convene Integrated Advertising Overview

PRINT

- 1 Audience by the Numbers
- 2 PCMA *Convene* Circulation & Net Rates
- 3 *Convene* 2017 Editorial Calendar
- 4 Co-op Opportunities
- 4 *Convene* High Impact Positions
- 5 Editorial Profiles

DIGITAL ADVERTISING

- 6-10 Monthly Banner Positions
- 11-16 PCMA eNewsletter Banners
- 17 Native Advertising

PCMA EVENTS

- 18 2017 PCMA Education Conference
- 19 2018 Convening Leaders Annual Meeting

PCMA CONVENE AUDIENCE BY THE NUMBERS

1,300,000+ POTENTIAL MEETINGS

960,000+

with less than 100 attendees

335,000+

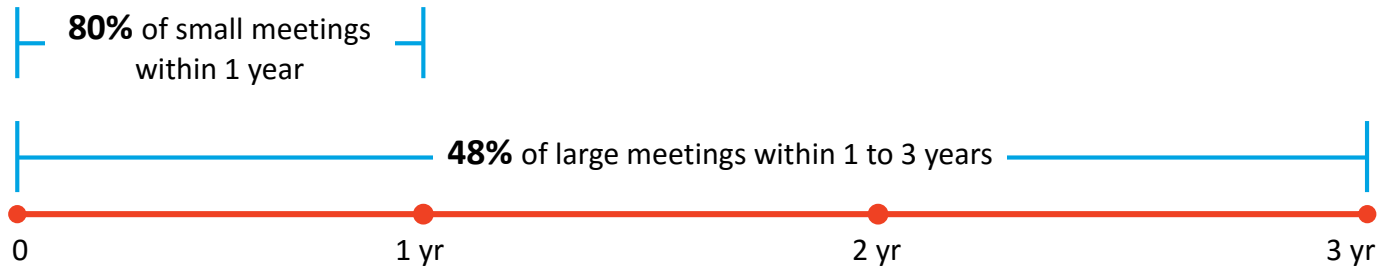
with 500 to 100 attendees

83,000+

with more than 500 attendees

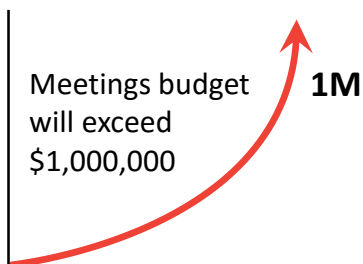
- **128,000** potential meetings to be booked at resorts
- **104,000** of meetings attendees prefer access to a Spa
- **90,700** meetings will involve Golf Outings

BOOKING WINDOW



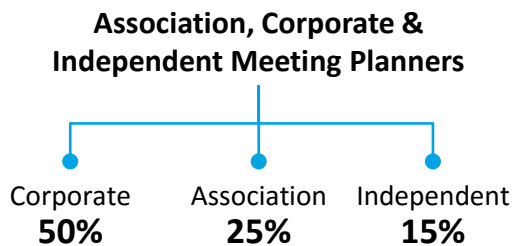
MEETINGS BUDGET OUTLOOK

152,400+



CIRCULATION BREAKDOWN

35,000+ QUALIFIED READERS



- 86% hold positions with decision-making authority
- 23% are Executive Level or C-Suite



In a biannual independent study of 700-plus North American event organizers conducted by Watkins Research Group in 2016, *Convene* was once again named **the top industry publication** they rely on to help them plan their event.

PCMA CONVENE CIRCULATION

PRINT	DIGITAL EDITION	BOTH	TOTAL CIRCULATION	DIGITAL EDITION Delivered Monthly Via Email
29,388	3,788	1,824	35,000	23,500

PCMA CONVENE (INCLUDES DIGITAL EDITION) – NET RATES

AD SIZE	1x RATE	3x RATE	6x RATE	12x RATE
Full page, 4c	\$8,065	\$7,845	\$7,625	\$7,320
Special Section: Includes full or half page ad and matching editorial	\$8,721	\$8,065	\$7,845	\$7,625
1/2 page, 4c	\$6,195	\$6,025	\$5,890	\$5,730

VIDEO on Convene DIGITAL EDITION
\$1,500 net

CONVENE 2017 EDITORIAL CALENDAR

2017	EDITORIAL FEATURES Full or Half Page ad within feature article	SPECIAL SECTIONS Full or Half Page ad and matching editorial	BONUS DISTRIBUTION	DEADLINES
JAN	<ul style="list-style-type: none"> Medical Meetings 	<ul style="list-style-type: none"> LEADERSHIP PROFILES Ad Page Plus Executive Interview 	<ul style="list-style-type: none"> Destinations Showcase DC CSPI 	<p>Space close: 11/1/2016</p> <p>Editorial close: 11/15/2016</p> <p>Material close: 12/01/2016</p>
FEB	<ul style="list-style-type: none"> PCMA Convening Leaders Highlights Second-tier Cities 	<ul style="list-style-type: none"> CONVENTION CONNECTIONS Special Two-page Editorial Profile ATLANTIC CITY TEXAS 	<ul style="list-style-type: none"> AIME CSPI Destinations Showcase DC 	<p>Space close: 12/1/2016</p> <p>Editorial close: 12/15/2016</p> <p>Material close: 1/4/2017</p>
MAR	<ul style="list-style-type: none"> 26th Annual Meetings Market Research 	<ul style="list-style-type: none"> FLORIDA SUPPLEMENT DMA WEST SUPPLEMENT 	<ul style="list-style-type: none"> IMEX Frankfurt DMA West 	<p>Space close: 1/4/2017</p> <p>Editorial close: 1/15/2017</p> <p>Material close: 2/1/2017</p>
APR	<ul style="list-style-type: none"> Hotel Update Medical Meetings 	<ul style="list-style-type: none"> TOP 10 REASONS TO MEET IN... Special Two-page Profile LAS VEGAS 	<ul style="list-style-type: none"> IMEX Frankfurt Meetings Show 	<p>Space close: 2/1/2017</p> <p>Editorial close: 2/15/2017</p> <p>Material close: 3/2/2017</p>
MAY	<ul style="list-style-type: none"> DMO/CVB Update PCMA Education Conference Preview 	<ul style="list-style-type: none"> DMO'S TODAY Ad Page Plus Matching Editorial GAMING DESTINATIONS 	<ul style="list-style-type: none"> DMAI Annual Convention IMEX Frankfurt Meetings Show 	<p>Space close: 3/2/2017</p> <p>Editorial close: 3/16/2017</p> <p>Material close: 4/1/2017</p>
JUN	<ul style="list-style-type: none"> Annual Salary Research 	<ul style="list-style-type: none"> RESORT, GOLF & SPA MEETINGS Ad Page Plus Matching Editorial 	<ul style="list-style-type: none"> IBTM Americas Meetings Show ASAE Annual Meeting PCMA 2017 Educ. Conference 	<p>Space close: 4/1/2017</p> <p>Editorial close: 4/15/2017</p> <p>Material close: 5/2/2017</p>
JUL	<ul style="list-style-type: none"> Corporate Meeting Exhibitions 	<ul style="list-style-type: none"> CONVENTION CENTERS Ad page plus matching editorial UNIQUE VENUES Ad page plus matching editorial 	<ul style="list-style-type: none"> DMAI ASAE Annual Meeting PCMA Global Summit 	<p>Space close: 5/1/2017</p> <p>Editorial close: 5/15/2017</p> <p>Material close: 6/01/2017</p>
AUG	<ul style="list-style-type: none"> "Best in Show" Issue Second-tier Cities Medical Meetings 		<ul style="list-style-type: none"> ASAE Annual Meeting Incentive Works 	<p>Space close: 6/1/2017</p> <p>Editorial close: 6/15/2017</p> <p>Material close: 6/30/2017</p>
	<ul style="list-style-type: none"> Annual Directory Outsert 	<ul style="list-style-type: none"> ANNUAL DIRECTORY OF SITES, CITIES & SERVICES Ad page plus matching editorial 	<ul style="list-style-type: none"> ASAE Annual Meeting IBTM World IMEX America PCMA 2017 Convening Leaders 	
SEP	<ul style="list-style-type: none"> Global Meetings Independent Meeting Planner 	<ul style="list-style-type: none"> DMO'S TODAY Ad page plus matching editorial PACIFIC NORTHWEST 	<ul style="list-style-type: none"> IMEX America IBTM World ICCA 	<p>Space close: 7/5/2017</p> <p>Editorial close: 7/17/2017</p> <p>Material close: 8/1/2017</p>
OCT	<ul style="list-style-type: none"> Convention Centers Medical Meetings 	<ul style="list-style-type: none"> INCENTIVE MEETINGS Ad page plus matching editorial 	<ul style="list-style-type: none"> IMEX America 	<p>Space close: 8/1/2017</p> <p>Editorial close: 8/15/2017</p> <p>Material close: 9/1/2017</p>
NOV	<ul style="list-style-type: none"> Annual Meetings & Technology Forecast 	<ul style="list-style-type: none"> RENOVATIONS, EXPANSIONS, NEW BUILDINGS Ad page plus matching editorial 	<ul style="list-style-type: none"> Holiday Showcase IBTM World IAEE 	<p>Space close: 9/1/2017</p> <p>Editorial close: 9/15/2017</p> <p>Material close: 10/2/2017</p>
DEC	<ul style="list-style-type: none"> 2018 PCMA Convening Leaders Preview (2018 Nashville, Tennessee) 	<ul style="list-style-type: none"> MEXICO 	<ul style="list-style-type: none"> PCMA 2018 Convening Leaders Holiday Showcase 	<p>Space close: 10/3/2017</p> <p>Editorial close: 10/17/2017</p> <p>Material close: 11/2/2017</p>
	<ul style="list-style-type: none"> Industry Calendar Outsert 			

CO-OP OPPORTUNITIES

CUSTOM PUBLISHING INSERT/SUPPLEMENT

NOTE: Great to use to build your own INSERT or Co-op

SIZE – INSERT Includes Bound-in or Tip-in	NET RATE – INSERT Supplement Produced (Design & Editorial), Printed on 60# and Distributed by <i>Convene</i>	NET RATE – INSERT Provided by Advertiser
4-pg Insert	\$17,400	\$13,500
8-pg Insert	\$24,600	\$18,000
12-pg Insert	\$32,800	\$22,500

Also Available at Extra Cost: INSERT Using Textured Paper (Scodex)

CONVENE HIGH IMPACT POSITIONS

ASSETS	POSITION
<i>Convene</i> Cover	<u>Front-cover POST-IT NOTE Sticker</u>
	<u>Front-cover FRENCH DOORS</u>
	<u>BELLYBAND around Convene (5" one-sided)</u>
	DOUBLE GATEFOLD: 4-pages, COVER **NEW PRODUCT**
Gatefold	Run-of-book
Bookmark Insert	With ROB Full Page ad
Premium Positions	<u>Full Page ad</u> Across Table of Contents, Across Editor, Across President-CEO: +10% Covers: +25%

See your
Business
Development
Director for rates

EDITORIAL PROFILES

	DESCRIPTION	NET
<u>Knowledge Economy</u> INFOGRAPHIC	A two-page spread infographic commissioned by a graphic illustrator that showcases a destination’s knowledge and industry clusters and infrastructure supporting events — as well as its iconic elements, cultural attributes, food scene, and attractions.	\$12,000
<u>Places + Spaces</u>	A two-page spread featuring the unique features of your destination, hotel, or venue. One available per issue.	\$10,591
<u>What’s NEW In...</u>	One-page focusing on a upcoming events hosted within a destination. One available per issue.	\$7,093
<u>Convene on Location</u>	A <i>Convene</i> writer is hosted to go location in your destination or property and writes about the site visit experience from the planner perspective. A six-page package – can include up to 3-pages of partner advertising. One available per issue.	\$25,000
<u>Reverse Cover Feature</u>	A unique, four-page reverse (upside down) back-cover feature, including a front-cover design of your destination/company on Cover-4, a full-page ad on Cover-3, plus two-pages of editorial.	\$34,500



Monthly Department Sponsorship

Place a full-page ad opposite the most-highly read departments and receive a “Supported by” credit at the end of the content.

DIGITAL ADVERTISING



Retargeting Available

MONTHLY BANNER POSITIONS — PCMA WEBSITE www.pcma.org

	HOMEPAGE		RUN-OF-SITE (ROS)		
	Top Pushdown	Anchor	(ROS) Top Pushdown	(ROS) Side Medium Rectangle with Options	(ROS) Run-of-Site Anchor Leaderboard
Size	PC: 970 x 90 • Expands to 970 x 415 Mobile: 320x50	PC: 970 x 90 Mobile: 320 x 50	PC: 970 x 90 • Expands to 970 x 415 Mobile: 320x50	PC & Mobile: 300 x 250	PC:970 x 90 Mobile: 320 x 50
Available Positions	1 exclusive advertiser	4 rotating on refresh	5 rotating on refresh	5 rotating on refresh	5 rotating on refresh
Options	In-banner video, interactivity, promos, contests, lead-generation No auto play or auto extend allowed	In-banner video No auto play allowed	In-banner video, interactivity, promos, contests, lead-generation No auto play or auto extend allowed	In-banner video No auto play allowed	In-banner video No auto play allowed
Net Rate	\$7,500	\$3,500	\$6,000	\$4,500	\$4,000

EXAMPLE OF ROS WEBSITE PAGE

pcma Leading Meeting Professionals
Professional Convention Management Association

Search

Events CMP News Resources Membership About Convene Jobs Catalyst Forum Foundation Chapters Contact DEI Log in

Cleveland's New Convention Center Campus.

It's Good to Have Connections. [Learn more](#)

Huntington Convention Center of Cleveland
Global Center for Health Innovation

Home / CMP 722

Want to increase your salary by 11%*?

Get your CMP study materials today from the authority on business events, PCMA.

- CMP Online Prep Course**
10 study modules organized by the CIC Domains, an on-the-go study app, a full length timed CMP practice test; 1 year of access
Member Price: \$399
- Textbook Study Materials**
All three CIC recommended textbooks
Member Price: \$235
- Bundle & Save 20%**
CMP Online Prep Course, Study App & Textbooks
Member Price: \$510
- Quizzes Only**
Just want to test yourself? CMP Exam Prep Quizzes from the online course will help you prepare.
Member Price: \$199

For additional time with the CMP course materials, extend here.
*Convene Magazine, May 2016 Salary Survey

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Questions?
Submit yours here

UPCOMING EVENTS

- JAN 08 Convening Leaders 2017 [more](#)
- JAN 09 Convening Leaders Live 2017 [more](#)
- JAN 09 Party With A Purpose [more](#)

PRESENTED BY Destination Marketing Association International **DESTINATION Showcase 2017** MARCH 2 Marriott Wardman Park Washington, DC **REGISTER NOW!**



Retargeting Available

MONTHLY BANNER POSITIONS — PCMA CONVENE WEBSITE

www.PCMAConvene.org

	HOMEPAGE	RUN-OF-SITE (ROS)	HOMEPAGE AND ROS
Size	<ul style="list-style-type: none"> Interstitial Medium Rectangle PC: 300 x 250 	<ul style="list-style-type: none"> Medium Rectangle PC: 300 x 250 	<ul style="list-style-type: none"> Universal Anchor PC: 970 x 90 Mobile: 320 x 50
Additional info		<ul style="list-style-type: none"> 2-Column Articles: Side and Interstitial 1-column Articles: Interstitial 	
Available Positions	5 rotating on refresh	5 rotating on refresh	5 rotating on refresh
Monthly	\$4,000	\$4,000	\$4,000

MONTHLY BANNER POSITIONS — PCMA CONVENE WEBSITE (CONT'D)

www.PCMAConvene.org

The screenshot shows the PCMA Convene website layout. At the top is a blue navigation bar with the 'convene' logo and links for 'ABOUT', 'ADVERTISE', 'PCMA', and 'CONTACT'. Below the navigation bar is a secondary menu with categories: 'Career', 'Big Ideas', 'Event Design', 'Technology', 'Logistics', 'Places + Spaces', 'Magazine', and a 'Subscribe' button. The main content area features an article titled 'Predicting 2017' with a sub-headline 'Here is what you need to know to succeed in this year's 'customer-led, digital-centric' market.' The article is by Deborah Seaton, dated January 3, 2017. The article text discusses the challenges of a customer-led, digital-centric market and includes several quotes from Forrester's Predictions 2017 brief. To the right of the article is a 'Get the Convene weekly newsletter' sign-up form with an email input field and a 'Sign Up' button. Below the newsletter sign-up are three article teasers: 'The Latest from PCMA', '3 Inspiring Quotes to Fuel Your Work and Personal Lives', and 'Why More Major Events are Using Twitter to Livestream'. At the bottom of the article is a 'Subscribe Today!' banner with a 'Sign Up' button. The footer contains social media icons for Facebook, Twitter, LinkedIn, YouTube, and Instagram, along with the PCMA logo and the 'convene' logo.

convene ABOUT ADVERTISE PCMA CONTACT

Career Big Ideas Event Design Technology Logistics Places + Spaces Magazine **Subscribe**

TO THE POINT
Predicting 2017
Here is what you need to know to succeed in this year's 'customer-led, digital-centric' market.
by Deborah Seaton
January 3, 2017 - Leave a Comment

As a kid, did you ever have a Magic 8 Ball? You'd ask a yes/no question (say, "Will I get a puppy this year?"), shake the replica of a black billiard ball, turn it over, and your fortune-telling answer would pop up on a screen—"Outlook Good" or "Not Likely" were some common responses.

January is the time of year when Magic 8 Balls seem especially appealing, even as adults. Will I get a new job this year? Will my business expand? Thankfully, there are some expert resources that can give us insightful predictions about what the business world can expect in 2017—including Forrester, a research and advisory firm that surveys more than 500,000 consumers and business leaders worldwide.

According to Forrester's Predictions 2017 brief, "Against the backdrop of political commotion, Brexit, cyberskirmishes, and a muted economic recovery, the grinding gears of the market are moving forward, and the consequences of a customer-led, digital-centric market are becoming clearer. Virtually all competitive markets are on the move.... Adventurous, experimental, and downright tickle behavior—once thought of as 'Millennials being Millennials'—has gone mainstream."

Here are a few that stood out to me as having relevance to our industry:

"More than one-third of businesses will restructure to shift to customer-obsessed operations."

Moving away from siloed structures with a good deal of internal control is a complicated process, but aligns with today's customer-led marketplace.

"Your customers are more aware of, wary of, and frustrated with security and privacy risk, and you will increasingly gain or lose affinity based on how much they trust your company."

The chances of a privacy breach at our meetings are increasing — and the stakes are higher if they do. Those who take the steps now to protect their stakeholders will avoid potentially harsh repercussions, and possibly reap rewards.

"CEOs will exit 30 percent of their CMOs for not mastering the blended skill set of design and analytics."

There should be a healthy balance of right-brain skills in designing customer experiences and left-brain skills in mastering technology and analytics. While this prediction sounds a bit severe, there's much to be said for developing your digital skills and/or bringing in new talent to assist.

That said, Forrester's Predictions 2017 brief expects that certain jobs "will continue to be in negative unemployment, putting immense strain on talent management and talent acquisition." Among those roles most in demand? Data scientists, experience designers, and storytellers. You may need to look long and hard for someone with these skills, and if you've got them yourself, you're in a good place!

Filed Under: [Event Design](#), [Magazine](#), [To the Point](#)

Read More: [2017 predictions, business, data, Forrester's Predictions 2017, millennials](#)

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ANNUAL CONFERENCE
MARCH 1st 2017
Washington, D.C. - Marriott Wardman Park **CLICK HERE TO REGISTER**

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ABOUT ADVERTISE PCMA CONTACT

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Retargeting Available

MONTHLY BANNER POSITIONS — DEI WEBSITE

<http://digitalexperienceinstitute.org/>

	HOMEPAGE AND ROS	RUN-OF-SITE (ROS)
Size	Top: PC 970 x 90 Mobile 320 x 50	Anchor: PC 728 x 90; Mobile 320 x 50
Available Positions	5	5
Monthly	\$4,000	\$3,250

The screenshot shows the Digital Experience Institute website. At the top, there is a banner for MGM Resorts with the text "PLAY NOW TO ACQUIRE YOUR OWN MGM RESORTS DESTINATION!". Below the banner is the website's navigation menu: HOME, NEWS, CONSULTING, DES CERTIFICATION, EVENTS AND RESOURCES, ABOUT US. The main content area features a section titled "DES Certification" with a sub-header "Why the Digital Event Strategist?". The text below explains that earning this certification shows authority on live stream and digital events. There are three icons representing a calendar, a pencil, and a clock. A button says "ADD DES EXAM TO YOUR CART". Below this is a video player with the title "Get Your Digital Event Strategist (DES) Certification". The "Customer testimonials" section features four testimonials from:

- OAYLE PATTERSON WITHERS, DES (LAW SCHOOL ADMISSION COUNCIL)
- THAD LARSON, DES (NATIONAL GOLF LEAGUE'S BEEF ASSOCIATION)
- IRMA A STRAUB-KAITE, DES (PREFERRED EMPLOYER)
- WENDI HAUGHT, DES (FRAMEWORK MEETINGS AND DESTINATIONS)

 A button at the bottom says "VIEW LIST OF DES RECIPIENTS". At the very bottom, it says "Brought to you by calgary meetings & conventions" and "Powered by Digital Inc. Supported by the PCMA Education Foundation". The footer includes "MEETINGS+CONVENTIONS+ INNOVATION" and "calgary meetings & conventions part of the energy".


DIGITAL ADVERTISING

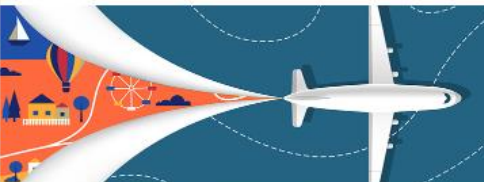
PCMA eNEWSLETTER BANNER ADVERTISING - OVERVIEW

PCMA eNewsletters	Frequency	Banners	Specs	Delivery
<i>PCMA NewsJunkie</i>	Daily	Top	728 x 90	14,900+
		Anchor	728 x 90	
<i>ThisWeek@PCMA</i>	Weekly	Top	728 x 90	16,100+
		Anchor	728 x 90	
<i>PCMA Convene</i>	Weekly	Top	728 x 90	37,000+
		Interstitial	300 x 250	
		Anchor	728 x 90	
<i>PCMA CareerCenter</i>	Monthly	Top	728 x 90	16,200+
		Interstitial	728 x 90	
		Anchor	728 x 90	
<i>Digital Experience Institute</i>	Bi-Monthly	Top	728 x 90	3,900+
		Interstitial	728 x 90	
		Anchor	728 x 90	

DIGITAL ADVERTISING

PCMA eNEWSLETTER BANNER ADVERTISING


ThisWeek @ 




4 Tips For Air Travel In 2017

As you travel around the world for site visits, the experience in the air will continue to evolve in the new year. Here are four considerations for frequent fliers.

[LEARN MORE](#)




Run Better. In Boston.



How A Massive Tech Trade Show Is Embracing An Analog Engagement Tactic

When more than 170,000 attendees come together for one of the biggest trade shows in the US in January, they'll have some unique opportunities that don't involve a Wi-Fi signal, a beacon or any other piece of event technology.


[LEARN MORE](#)




Using Data To Power Real-Time Meeting Design Innovation

All conference organizers collect data on attendee behaviors and preferences, they can use all that intelligence to make decisions that drive engagement. Brought to you by Freeman.

[LEARN MORE](#)




Room 9 B & C



3 Key Lessons To Drive Your Streaming Success

As you outline a digital strategy for your organization, pay attention to these valuable insights from an expert who knows what it takes to engage attendees online.

[LEARN MORE](#)



CONVENING LEADERS LIVE STREAM

CAN'T ATTEND IN AUSTIN? JOIN THE
 CONVENING LEADERS LIVE STREAM
 JANUARY 8-11, 2017 | FREE ONLINE | UP TO 55 LEADERS
[VIEW SCHEDULE](#)

ThisWeek@PCMA (Weekly)

Newsletter featuring all things PCMA as well as the latest industry-wide news and developments

Position	<p>Top</p> <ul style="list-style-type: none"> • 10x Series: \$20,000 • or 1x delivery: \$3,000 <p>Anchor</p> <ul style="list-style-type: none"> • 10x Series: \$9,000 • or 1x delivery: \$1,250
Average Weekly Circulation	16,100+
Average Open Rate	33%
Specs	<p>Leaderboards</p> <ul style="list-style-type: none"> • Top: 728 x 90 • Anchor: 728 x 90

PCMA eNEWSLETTER BANNER ADVERTISING (CONT'D.)

pcma Career Center

Four Reasons Why 2017 Is the Year to Finally Start Your Side Gig
Thinking about starting a side hustle of your own? Check out these four reasons why it might be the boost your career needs.
[LEARN MORE](#)

THE START OF GREAT MEETINGS STARTS WITH US
VIEW INCREDIBLE SAVINGS | OFFER ENDS SOON
CHOOSE CHICAGO UNITED

2017
5 Career Tasks To Complete Before The End Of 2016
As the year winds down, it's time to make sure you're setting yourself up for growth in 2017.
[LEARN MORE](#)

Room 9 B & C
People on the Move This Month
Your colleagues are on the move, find who is going where.
[LEARN MORE](#)

Recently Posted Jobs

- Arlington, VA
Director of Events
- Washington, DC
Director, Meeting and Expo Services
- Atlanta, GA
Sr. Specialist, Meeting Planner
- Chicago, IL
Senior Manager, Marketing
- Alexandria, VA
Senior Exhibits Specialist

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[Post a job today](#)

Newly Updated
PCMA CAREER CENTER
BRINGING TOGETHER THE RIGHT TALENT & TOP COMPANIES IN THE BUSINESS EVENTS INDUSTRY

25% OFF ULTIMATE REACH JOB PACKAGES
WITH CODE: JOB825

PODCAST

Get The Top Talent - Use Code JOB825 | Listen to PCMA online and on iTunes

TOWER ABOVE
Make your event stand out in Canada's Downtown.

CareerCenter@PCMA (Monthly)

Newsletter designed to help business-event strategists brush up on their skills and search for career opportunities

Position	Top <ul style="list-style-type: none"> 1x: \$2,500 Interstitial <ul style="list-style-type: none"> 1x: \$2,000 Anchor <ul style="list-style-type: none"> 1x: \$1,250
Average Monthly Circulation	16,200+
Average Open Rate	49%
Specs	Leaderboards <ul style="list-style-type: none"> Top: 728 x 90 Interstitial: 728 x 90 Anchor: 728 x 90

PCMA eNEWSLETTER BANNER ADVERTISING (CONT'D.)



Speakers provides a full spectrum of speakers and entertainers for events worldwide. Let us take the guesswork out of planning the key element of your next meeting.

800.677.2334 | www.speakinc.com | meet@pcma.com





5 Trends To Watch in 2017
 Convene's editors weigh in on the trends we'll be watching next year — everything from how high-tech events are accelerating the adoption of next-gen tools at meeting venues to how video is changing adult learning. [read more](#)

It's Still a Man's World
 Women speakers continue to be under-represented at scientific and medical conferences. Why is that? [read more](#)

Lorelei Gilmore Talks With Her Real Dad
 DC-based experiential marketing agency 360 Live Media invited the 'Gilmore Girls' star Lauren Graham to sit down for a conversation with her father — and their clients got to listen in. [read more](#)



This 5-Letter Word is the Key to the Sharing Economy
 The collaborative economy is more than just a start-up trend, says 2017 Convening Leaders keynote speaker Rachel Botsman. And it's fueled by trust. [read more](#)

Managing Risk, from Multiple Angles
 In the latest Intersection video, the Secretary General of the 2015 Paris Climate Change Conference outlines his strategy for keeping 50,000 attendees and a raft of foreign dignitaries secure — from cybersecurity to water testing. [read more](#)

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 ADD CHARGING FURNITURE TO YOUR NEXT CORPORATE EVENT 

Convene@PCMA (Weekly)

Newsletter providing the best of *Convene* magazine's print and online-exclusive content, including videos and podcasts

Position	Top • 1x: \$3,000 Interstitial • 1x: \$2,500 Anchor • 1x: \$2,000
Average Monthly Circulation	37,000+
Average Open Rate	16-25%
Specs	Three Banner Positions • Top Leaderboard: 728 x 90 • Interstitial Medium Rectangle: 300 x 250 • Anchor Leaderboard: 728 x 90

DIGITAL ADVERTISING

PCMA eNEWSLETTER BANNER ADVERTISING (CONT'D.)

3 Key Lessons To Drive Your Streaming Success
As you outline a digital strategy for your organization, pay attention to these valuable insights from an expert who knows what it takes to engage attendees online.
[READ MORE](#)

Tips for Producing Global Digital Events
The society is involved in education, policy and technical aspects of the internet, and as such, offers a great vantage point to understand the internet's global landscape and what event organizers need to know when it comes to broadening their communities via the internet.
[READ MORE](#)

Featuring
Rachel Botsman
Jeremy Rifkin
Jacob Morgan

2017 Convening Leaders LIVE -Registration Open Now
During Convening Leaders LIVE, we will be live streaming the main stage keynote presenters, thought leaders and some of the most talked-about breakouts.
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DEI eNewsletter (Bi-Monthly)

Newsletter from PCMA's Digital Experience Institute, showcasing meeting-event technology, with a focus on digital and hybrid meeting strategy and production

Position	Top <ul style="list-style-type: none"> • 1x: \$1,000 Interstitial <ul style="list-style-type: none"> • 1x: \$750 Anchor <ul style="list-style-type: none"> • 1x: \$500
Average Monthly Circulation	3,900+
Average Open Rate	19%
Specs	Leaderboards <ul style="list-style-type: none"> • Top: 728 x 90 • Interstitial: 728 x 90 • Anchor: 728 x 90

DIGITAL ADVERTISING

PCMA eNEWSLETTER BANNER ADVERTISING (CONT'D.)

PCMA News Junkie (Daily)

Monday-Friday daily email covering breaking news in the meetings industry featuring six news items from the previous 24 hours. Discounted rates for Series of 5x or more.

Position	Top Leaderboard	Anchor Leaderboard
	<ul style="list-style-type: none"> • 1x: \$2,500 per delivery • 5x: \$1,850 per delivery • 10x: \$1,500 per delivery • 20x: \$1,350 per delivery 	<ul style="list-style-type: none"> • 1x: \$1,250 per delivery • 5x: \$850 per delivery • 10x: \$750 per delivery • 20x: \$650 per delivery
Average Monthly Circulation	14,900+	
Average Open Rate	35%	
Specs	728 x 90 – PC/iPad compliant	

pcma News Junkie
Breaking News for Today's Meetings Industry

PLAN SOMETHING MEMORABLE. **MEET L.A.** **Los Angeles TOURISM & CONVENTION BOARD**

Featured Articles

[Healthiest airplane food in the U.S.? Virgin America wins top spot.](#)
Washington Post
The Diet Detective has some tips on how you can eat well on a plane – can you use any of them when planning the F&B for your next meeting?

[10 Hotel Trends That Will Shape Guest Experience in 2017](#)
skift.com
Take a look at these predictions for some of the biggest trends that will impact the hospitality industry and the overall guest and meeting attendee experience.

[Less is More, For Your Site Selection Process](#)
etouches
Try this progressive path to selecting a hotel for your next meeting that will ensure you get complete proposals and the best offers from venues.

[7 Hotels We Loved in 2016](#)
travelpulse.com
Check out these seven noteworthy hotels from 2016 – could one of them be the location of your next meeting?

[Eventprofs Share: 8 Trends in #SocialMedia and #EventMarketing](#)
eventmanagerblog.com
Find out what meeting and event professionals around the world see as the top trends in social media and event marketing for the upcoming year.

[8 Mistakes You Need To Leave Behind In 2017](#)
Fast Company
As you continue to ring in the new year, leave behind these common mistakes that may be holding you back.

CONVENING LEADERS LIVE STREAM
JANUARY 8-11, 2017 | FREE ONLINE | up to 11 clock hours
[VIEW SCHEDULE](#)

DIGITAL ADVERTISING

PCMA Native/Content Advertising

The screenshot shows the PCMA website with a navigation bar and a featured article. The article is titled "Rosen Plaza's Recipe for Successful Events" and includes a large image of the Rosen Plaza hotel. The text describes the hotel's unique amenities and service excellence. A sidebar on the right shows "Recent Posts" with three items. At the bottom, there is a banner for "Myrtle Beach Host Great Meetings." with the PCMA logo.

NATIVE ADVERTISING: PCMA.org

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

Work with the *Convene* editorial team to develop content and focus on topics that align with advertiser goals and are of educational value to the audience.

NET RATE: \$5,000

Article delivered to 14,800

WITH RETARGETING: \$7,500 net

Estimated Impressions: 300,000+

EXPOSURE/DISTRIBUTION

- Article in *ThisWeek@PCMA* on Tuesday (14,800+)
 - Limited to 1 per week: Image to the left and copy to the right with shaded background noted "Sponsored"
- Lives on PCMA.org for 12 months
- Digital takeover on article web page
- In PCMA Social Media (Facebook/Twitter) where appropriate with noted "Sponsored Post"
- Marketing toolkit for advertiser to create additional buzz around article
- Retargeting option from article web page takeover

The screenshot shows the Convene website with a navigation bar and a featured article. The article is titled "Finding the Indie in Indy" and includes a large image of people on bicycles in a city square. The text describes the city's well-connected convention center. A sidebar on the right shows "The Latest from PCMA" with three items. At the bottom, there is a banner for "THE NEW SOUTHERN HOT SPOT" with the Columbia SC logo.

NATIVE ADVERTISING: PCMAConvene.org

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

Work with the *Convene* editorial team to develop content and focus on topics that align with advertiser goals and are of educational value to the audience.

NET RATE: \$5,000

Article delivered to 40,500

WITH RETARGETING: \$7,500 net

Estimated Impressions: 300,000+

EXPOSURE/DISTRIBUTION

- Article in *Convene@PCMA* on Thursday (40,500+)
 - Limited to 1 per week: Image to the left and copy to the right with shaded background noted "Sponsored"
- Lives on PCMAConvene.org for 12 months
- Digital takeover on article web page
- In PCMA Social Media (Facebook/Twitter) where appropriate with noted "Sponsored Post"
- Marketing toolkit for advertiser to create additional buzz around article
- Retargeting option from article web page takeover

PCMA EVENTS

ADVERTISING OVERVIEW

2017 PCMA EDUCATION CONFERENCE

June 11-14, 2017 – New York City, New York

	DISTRIBUTION	AVAILABLE POSITIONS	NET RATE
ONSITE BRANDING			
PCMA-TV	<ul style="list-style-type: none"> HQ Hotel Channels (in-room tent cards to highlight channels) Meeting Room Monitors (where available) Education Conference – “It’s a Wrap” Email PCMA and <i>Convene</i> websites (when applicable) Relevant PCMA social media channels Mobile app (if functionality available) 	Exclusive <ul style="list-style-type: none"> Opening verbal and logo recognition with 15 second commercial 15 second scrolling text ticker, followed by a static message 	<ul style="list-style-type: none"> 1x: Buyout - \$5,000
Hotel Key Cards Distributed at all hosts hotels		Exclusive Sponsorship	<ul style="list-style-type: none"> 1x: \$8,500 1-side static image
Charging Stations <ul style="list-style-type: none"> Video or slideshow Billboard Wrap 	High traffic and networking areas in convention center	<ul style="list-style-type: none"> 4 total 1 advertiser exclusive per station 	<ul style="list-style-type: none"> 1x: \$4,500 per station Buyout all 4 - \$16,000 Station does not include key card
MOBILE APP			
Banner Ad	<ul style="list-style-type: none"> All attendees download, per past stats 	<ul style="list-style-type: none"> 4 banners 	<ul style="list-style-type: none"> \$4,000 each
ATTENDEE eNEWSLETTER BANNER ADS			
Top PC: 728x90	<ul style="list-style-type: none"> 1x April 2x May 1x June 1x Post “It’s a Wrap” 	<ul style="list-style-type: none"> 1 per newsletter 	<ul style="list-style-type: none"> 1x: \$2,000
Interstitial PC: 728x90	<ul style="list-style-type: none"> 1x April 2x May 1x June 1x Post “It’s a Wrap” 	<ul style="list-style-type: none"> 1 per newsletter 	<ul style="list-style-type: none"> 1x: \$1,500
Anchor PC: 728x90	<ul style="list-style-type: none"> 1x April 2x May 1x June 1x Post “It’s a Wrap” 	<ul style="list-style-type: none"> 1 per newsletter 	<ul style="list-style-type: none"> 1x: \$1,000

PCMA EVENTS

ADVERTISING OVERVIEW

2018 CONVENING LEADERS ANNUAL MEETING

January 7-10, 2018 – Nashville, Tennessee

	DISTRIBUTION	AVAILABLE POSITIONS	NET RATE
SHOW DAILIES			
SPECIAL RATES: For advertisers running in the November and/or December 2017 issues of <i>Convene</i> Tabloid Page – \$5,000 net; Junior Page – \$4,000 net			
TAB Page	4,000 per day	32 per day	<ul style="list-style-type: none"> 1-day: \$4,070 3-day: \$10,000
Junior-Page	4,000 per day	32 per day	<ul style="list-style-type: none"> 1-day: \$3,040 3-day: \$7,500
Bellyband (supplied)	4,000 per day	1 per day	<ul style="list-style-type: none"> 1-day: \$8,500 3-day: \$20,000
Insert (supplied)	4,000 per day	1 per day	<ul style="list-style-type: none"> 1-day: \$7,500 3-day: \$18,000
ONSITE BRANDING			
“Show Dailies” Distribution Racks and Staff Uniforms	4,000 per day for 3 days	Exclusive Sponsorship	<ul style="list-style-type: none"> 1x: \$15,000 for all 3 days
Charging Stations	Reach 4,000 attendees (Mon, Tues, Wed)	8 (1 exclusive per station)	<ul style="list-style-type: none"> 1x: \$7,500 each
PCMA-TV	<ul style="list-style-type: none"> 4,000 per day w/HQ Hotel Channels and Convention Center Monitor; 14,000+ daily eNewsletters plus Social Media 	4 (1 sponsor per day – Mon, Tues, Wed and “It’s a Wrap)	<ul style="list-style-type: none"> 1x: \$6,500 each 1x: \$15,000 all 3
MOBILE APP			
Banner Ad	<ul style="list-style-type: none"> Accumulating over 1.5 million impressions Banner ad on menu page with click-thru to full page as shown with click-thru to advertiser website 	5	\$7,500 each
CONVENING LEADERS WEBSITE			
Website Banner Interstitial (970 x 90) (between Registration & Networking Events)	Monthly: Sept through Jan 20,000 minimum impressions per month	4	\$2,500 each
ATTENDEE eNEWSLETTER BANNER ADS			
Top 728 x 90	<ul style="list-style-type: none"> Attendees Monthly: Oct through Jan 3 onsite; 1 post event 	<ul style="list-style-type: none"> 1 per newsletter 	<ul style="list-style-type: none"> 1x: \$2,000
Interstitial 728 x 90	<ul style="list-style-type: none"> Attendees Monthly: Oct through Jan 3 onsite; 1 post event 	<ul style="list-style-type: none"> 1 per newsletter 	<ul style="list-style-type: none"> 1x: \$1,500
Anchor 728 x 90	<ul style="list-style-type: none"> Attendees Monthly: Oct through Jan 3 onsite; 1 post event 	<ul style="list-style-type: none"> 1 per newsletter 	<ul style="list-style-type: none"> 1x: \$1,000