



2018 Advertising Rate Card
The Chatter Newsletter

PCMA -- Capital Chapter -- The Chatter (printed) 2018 Ad Rates

Ad Type	1x Rate	3x	6x
2 sided insert (9 available)	\$3,250		
2 Page spread	\$2,700		
Full Page	\$1,500	\$1,425	\$1,390
1/2 page -- Back Cover	\$1,100	\$1,050	\$1,000
1/2 page -- Inside	\$750	\$715	\$695
1/4 page -- Back Cover	\$395	\$375	\$365
1/4 page -- Inside	\$395	\$375	\$365

Note: Other sizes and positions may be available, please inquire.

PCMA -- Capital Chapter -- The Chatter 2018 Schedule of Deadlines/Production Dates

Issue	Theme	Ads/Copy Due*
January/February	Convening Leaders in Review	Friday, January 26, 2018
March/April	Member Growth/Volunteerism	Friday, March 2, 2018
May/June	Global Meetings Industry Day	Wednesday, April 4, 2018
July/August	PCMA Education Conference	Friday, June 26, 2018
September/October	TBD	Friday, September 7, 2018
November/December	Capital Chapter Annual Report	Friday, November 2, 2018

The Chatter reaches 1,600 PCMA members, 60% of which are planners.
 There are 6 issues of The Chatter published each year.

PCMA -- Capital Chapter -- The Chatter - Ad Specs

Ad Sizes	Dimensions
¼ page, four color	3.5" x 4.5"
½ page, four color	7.5 x 4.5
Full Page, four color	7.5" x 9.5"

Notes:

File must be high-resolution and include all fonts and graphics
 All ads should be submitted in camera ready art or electronic file in .jpg, .eps, or .pdf, etc. (.eps preferred)

PCMA Capital Chapter
 (703) 619-9000 • <http://www.capital.pcma.org>

See [What's New?](#) [What's Next?](#) Rate Card for E- Newsletter Ads



2018 Advertising Rate Card
What's New? What's Next? E-Newsletter

PCMA – What's New? What's Next? -- E Newsletter 2018 Ad Rates

	1x Rate	3x	6 x	9x	12x
Corporate Logo and link, linked to your website	\$600	\$570	\$540	\$510	\$480

PCMA – What's New? What's Next? -- E Newsletter 2017 Deadlines

Issue	Copy Due
January	Wednesday, December 27, 2017
February	Thursday, January 25, 2018
March	Thursday, February 22, 2018
April	Thursday, March 29, 2018
May	Thursday, April 26, 2018
June	Thursday, May 24, 2018
July	Thursday, June 28, 2018
August	Thursday, July 26, 2018
September	Thursday, August 30, 2018
October	Thursday, September 27, 2018
November	Thursday, October 25, 2018
December	Monday, November 19, 2018

What's New? What's Next? reaches 1,600+ PCMA members, 60% are planners. There are 12 issues of **What's New? What's Next?** published each year and issued electronically. Issues are targeted to run the first Thursday of the month, however sometimes there are exceptions.

PCMA – Capital Chapter – What's New? What's Next? E-Newsletter Ad Specs

Ad size must be one of the following: 300 x 250, 300 x 150 or 300 x 200 pixels
 Ads can be linked to web address of your choice; please include link with ad copy. File types accepted: .jpg or .gif

PCMA Capital Chapter
 (703) 610-9000 • www.capital.pcma.org

See The Chatter Rate Card for newsletter ads in our print publication.