



**2019 Advertising Rate Card**  
*The Chatter* Newsletter

**PCMA -- Capital Chapter -- The Chatter (printed) 2019 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 2019 Schedule of Deadlines/Production Dates**

Issue	Theme	Ads/Copy Due*
January/February	Convening Leaders in Review	Friday, December 21, 2019
March/April	TBD	Friday, February 15, 2019
May/June	Advocacy Related/Global Meetings Industry	Friday, April 19, 2019
July/August	PCMA Education Conference	Friday, June 14, 2019
September/October	TBD	Friday, August 16, 2019
November/December	The Year in Review	Friday, October 11, 2019

The Chatter reaches 1,600 PCMA members, 60% of whom 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**  
 (202) 802-9032 • <http://www.capital.pcma.org>

*See What's New? What's Next? Rate Card for E- Newsletter Ads*



**2019 Advertising Rate Card**  
*What's New? What's Next? E-Newsletter*

**PCMA – What's New? What's Next? -- E Newsletter 2019 Ad Rates**

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

**PCMA – What's New? What's Next? -- E Newsletter 2019 Deadlines**

<b>Issue</b>	<b>Copy Due</b>
January	Friday, December 21, 2018
February	Thursday, January 31, 2019
March	Thursday, February 28, 2019
April	Thursday, March 28, 2019
May	Thursday, April 25, 2019
June	Thursday, May 30, 2019
July	Thursday, June 27, 2019
August	Thursday, July 25, 2019
September	Thursday, August 29, 2019
October	Thursday, September 26, 2019
November	Thursday, October 31, 2019
December	Monday, November 18, 2019

**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

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