



2020 Advertising Rate Card
The Chatter Newsletter

PCMA -- Capital Chapter -- The Chatter (printed) 2020 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 2020 Schedule of Deadlines/Production Dates

Issue	Theme	Ads/Copy Due*
January/February	Convening Leaders in Review	Friday, December 20, 2019
March/April	TBD	Friday, February 14, 2020
May/June	Advocacy Related/Global Meetings Industry	Friday, April 17, 2020
July/August	PCMA Education Conference	Friday, June 12, 2020
September/October	TBD	Friday, August 14, 2020
November/December	The Year in Review	Friday, October 12, 2020

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
 capital@pcma.org • <http://www.capital.pcma.org>

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



2020 Advertising Rate Card
What's New? What's Next? E-Newsletter

PCMA – What's New? What's Next? -- E Newsletter 2020 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 2020 Deadlines

Issue	Copy Due
January	Friday, December 20, 2019
February	Thursday, January 30, 2020
March	Thursday, February 27, 2020
April	Thursday, March 26, 2020
May	Thursday, April 30, 2020
June	Thursday, May 28, 2020
July	Thursday, June 25, 2020
August	Thursday, July 30, 2020
September	Thursday, August 27, 2020
October	Thursday, September 24, 2020
November	Thursday, October 29, 2020
December	Monday, November 19, 2020

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