



2024 Advertising Rate Card

The Chatter

The Chatter reaches nearly 1,200 PCMA members, 60% of whom are planners.
For 2024, The Chatter will be quarterly with 4 issues electronically published throughout the year.

Ad Type	1x Rate	3x	4x
Full Page	\$1,250	\$1,175	\$1,140
½ Page	\$650	\$615	\$595
¼ Page	\$350	\$330	\$320

**Other sizes and positions may be available, please inquire with capital@pcma.org*

2024 Schedule of Deadlines

Issue	Ads/Copy Due
Q1 - January/February/ March	Monday, February 12, 2024
Q2 - April/May/ June	Monday, May 20, 2024
Q3 – July/August/ September	Wednesday, August 19, 2024
Q4 – October/November/ December	Monday, November 11, 2024



The Pulse E-Newsletter

The E-Newsletter reaches nearly 1,200 PCMA members, 60% are planners.
There are 12 issues published each year electronically.

Ad Type	1x Rate	3x	6x	9x	12x
600 x 74 Banner Ad Placed Above the Fold (Full Page) (only 1 available per newsletter) SOLD OUT	\$750	\$720	\$690	\$660	\$630
560 x 150 OR 600 x 74 Banner Ad Placed Below the Fold (Half Page) (only 2 available per newsletter)	\$450	\$430	\$410	\$390	\$370
280 x 150 Square Ad (Quarter Page)	\$250	\$240	\$230	\$220	\$210

2024 Schedule of Deadlines

Issues	Copy Due
January 10	Monday, December 18, 2023
February 7	Wednesday, January 24, 2024
March 6	Wednesday, February 21, 2024
April 10	Monday, March 25, 2024
May 8	Monday, April 22, 2024
June 5	Monday, May 20, 2024

Issues	Copy Due
July 10	Monday, June 24, 2024
August 7	Monday, July 22, 2024
September 11	Monday, August 26, 2024
October 9	Monday, September 23, 2024
November 6	Monday, October 21, 2024
December 11	Monday, November 25, 2024

Social Media Advertising

We are on:

LinkedIn with 936 followers
 Facebook with 1,600 followers
 Instagram with 1,147 followers
 Twitter with 1,285 followers

	1 Post	3 Posts*	5 Posts*
1 Platform	\$75	\$100	\$125
2 Platforms	\$125	\$150	\$175
3 Platforms	\$175	\$225	\$250
4 Platforms	\$200	\$250	\$300

*Nonconsecutive days, (1) post posted to all 4 platforms is considered an to be (1) occurrence. Paid social media advertisement must be used by December 31, 2024.

The Chatter

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

- 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)
- Ads may be placed within a border and/or shape to maintain cohesive page design of Chatter

The Pulse E-Newsletter

Ad Type
600 x 74 Banner Ad Placed Above the Fold (Full Page) (only 1 available per newsletter)
560 x 150 OR 600 x 74 Banner Ad Placed Below the Fold (Half Page) (only 2 available per newsletter)
280 x 150 Square Ad (Quarter Page)

- Ads can be linked to web address of your choice; please include link with ad copy. File types accepted: .jpg or .gif
- Ads may be placed within a border and/or shape to maintain cohesive page design of Chatter