



# Capital Chapter

	1 x Rate	3 x Rate	4 x Rate	5 x Rate	6 x Rate	9 x Rate	12 x Rate
The Chatter – Full Page (8.5” x 11”)	\$1,250	\$1,175	\$1,140	N/A	N/A	N/A	N/A
The Chatter – Half Page ( 8.5” x 5.5” )	\$650	\$615	\$595	N/A	N/A	N/A	N/A
The Chatter – Quarter Page (4.25” x 5.5”)	\$350	\$330	\$320	N/A	N/A	N/A	N/A
The Pulse – High Banner (1200 x 150)*, before content	\$750	\$720	N/A	N/A	\$690	\$660	\$630
The Pulse – Full Banner (1200 x 300)	\$750	\$720	N/A	N/A	\$690	\$660	\$630
The Pulse – Half Banner (600 x 300)	\$450	\$430	N/A	N/A	\$410	\$390	\$370
The Pulse – Low Banner (1200 x 150)*, below content	\$250	\$240	N/A	N/A	\$230	\$220	\$210
Social Post ( up to 3 platforms )	\$200	\$250		\$300	N/A	N/A	N/A
Sponsor Spotlight feature in The Chatter or Pulse.	<i>Sponsor benefit only. Not available for individual sale</i>						
Email blasts sent to PCMACC members on behalf of Sponsor.	<i>Sponsor benefit only. Not available for individual sale</i>						

\* 1 available per issue

**The Chatter** (quarterly digital publication) and **The Pulse** (monthly e-newsletter) each reach more than 1,500 PCMA members, 60% of whom are planners.

## 2026 Advertising Opportunities