



2022 Advertising Rate Card

The Chatter

The Chatter reaches nearly 1,200 PCMA members, 60% of whom are planners.
 For 2022, 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*

2022 Schedule of Deadlines

Issue	Ads/Copy Due
Q1 - January/February/ March	Monday, February 21, 2022
Q2 - April/May/ June	Monday, May 23, 2022
Q3 – July/August/ September	Monday, August 22, 2022
Q4 – October/November/ December	Monday, November 21, 2022



What's New? What's Next? 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 THROUGH MAY 2022	\$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

2022 Schedule of Deadlines

Issues	Copy Due
January	Monday, December 20, 2021
February	Wednesday, January 26, 2022
March	Wednesday, February 23, 2022
April	Wednesday, March 30, 2022
May	Wednesday, April 27, 2022
June	Wednesday, May 25, 2022

Issues	Copy Due
July	Wednesday, June 29, 2022
August	Wednesday, July 27, 2022
September	Wednesday, August 31, 2022
October	Wednesday, September 28, 2022
November	Wednesday, October 26, 2022
December	Wednesday, November 30, 2022



Social Media Advertising

We are on:

LinkedIn with 1,227 members
Facebook with 1,594 followers
Instagram with 1,077 followers
Twitter with 1,335 followers

	1 Day	3 Days	5 Days
1 Platform	\$75	\$100	\$125
2 Platforms	\$125	\$150	\$175
3 Platforms	\$175	\$225	\$250
4 Platforms	\$200	\$250	\$300



Ad Spec Information

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

What’s New? What’s Next? E-Newsletter

Ad Type
600 x 74 Banner Ad Placed Above the Fold (Full Page) (only 1 available per newsletter) SOLD OUT THROUGH MAY 2022
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