

PMI Chicagoland Chapter
www.pmi-chicagoland.org

Director of Advertising
advertising@pmi-chicagoland.org

ADVERTISING

WITH THE PMI CHICAGOLAND CHAPTER

With over 4,000 active members, and more than 5,000 list contacts in the Chicagoland metropolitan area, the PMI Chicagoland Chapter offers multiple opportunities to target your advertising message to your key audience!



Digital Advertising • Email Marketing • Quarterly Newsletter

ADVERTISING



BENEFITS

Currently, the PMI Chicagoland Chapter is the 5th largest chapter, boasting over 4,000 current members, and recognized as one of the most active in the PMI organization. Our membership is comprised of professionals and practitioners in a diverse range of industries in the Chicago metropolitan area, sharing a common goal in the enhancement of project management knowledge, accreditation, development and practice. Advertising with the Chicagoland Chapter offers a unique marketing opportunity to target your message to key decision-makers and industry leaders.

NEWSLETTER

Online Archived Newsletter

- Directed to our 4,000+ membership, reaching approximately 5,000 opt-in subscribers
- Published quarterly:
March, June, September, December
- No limitation on number of ads per issue
- Hyperlinked PDF allowing ads to connect to external pages

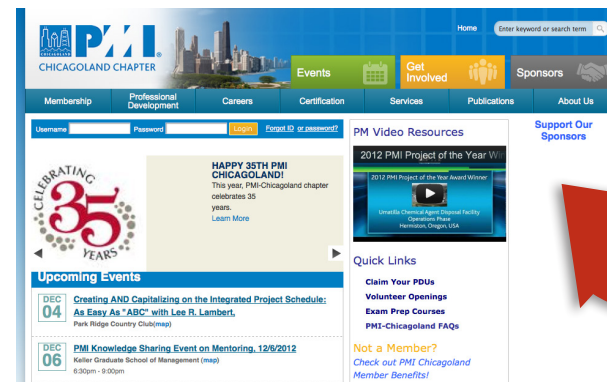


Specifications:

All items for publication subject to editorial review. Artwork must be submitted in TIF, JPG, or PDF format, 300 dpi resolution for best reproduction.

Full Page Ad:	\$500	Quarter Page Ad:	\$165
Size:	7.5" W x 9.5" H	Size:	3.75" W x 4.8" H
Half Page Ad:	\$360		
Horizontal:	7.5" W x 4.8" H		
Vertical:	3.75" W x 9.5" H		

INTERACTIVE / DIGITAL



All ads prominently displayed in a sponsor bar on each web page

Website Banner Ads

- Reach 1,600± unique visitors per month
- Linkable to external pages

Specifications:

Ads randomly selected from pool of running ads that are updated at the beginning of each month and rotate for 30 days. Must be provided in final presentation format: JPG, PNG, or animated GIF.

Tall Button Ad (120 W x 180H) **\$200**

Email Blast

- 5,000+ opt-in subscribers
- Open rates average 23%, or ~1,150 views
- Emails sent twice monthly
- No limitation on number of sponsors per issue

Specifications:

Text Only: **\$75**
150-word limit. No graphics or image inclusion.

Text + Image: **\$125**

150-word limit. Logo or graphic should be supplied as GIF, JPG or PNG and will appear at approximately 150 px wide; include intended hyperlink location, if applicable.

Learn more! Contact the Director of Advertising today.
advertising@pmi-chicagoland.org