



**PCMA Convene offers access to tens of thousands of senior-level, decision-maker meeting planners who annually book more than 1.3 million meetings.**

## What's your **EXPOSURE QUOTIENT?**

**Exposure:** DMA West and PCMA Convene have teamed up for a [2020 Western Destinations Special Section](#).

**Convene** March 2019 Meetings Market Survey of our readers:

- 79% Hold meeting in the WEST
- 79% Hold meeting in the SOUTH WEST

### **Convene Circulation:**

- Print 30,000 + Digital 5,000+
- PCMA.org posted and archived one year
- Association, Corporate, Independent and Incentive

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## **DMA West | Western Destinations Special Section | March 2020**

**Full Page Ad 4 Color:** **\$6,000 Net**

- Full page of Matching Editorial

**Half Page Ad 4 Color plus matching editorial:** **\$4,645 Net**

- Half page of Matching Editorial

**Quarter Page Ad 4 Color plus matching editorial:** **\$3,950 Net**

- Quarter Page of Matching Editorial

### **Enhance your PCMA exposure through adding different digital channels:**

- Video embedded on digital issue: \$ 500.00 Net
- ThisWeek@PCMA E-newsletter Anchor (33,000): \$1,250.00 Net
- News Junkie Anchor (19,000): \$ 500.00 Net
- PCMA.org ROS Anchor (30,000): \$1,500.00 Net
- PCMA.org ROS Top Pushdown (30,000): \$1,500.00 Net
- Custom Infographic, Video or Digital Article (60,000) \$3,000.00 Net (inquire for details)

**Space Deadline:** January 15, 2020

**MATERIAL DEADLINE:** February 1, 2020

**Editorial Deadline:** Convene writer will contact the editorial contact and they will set deadlines.

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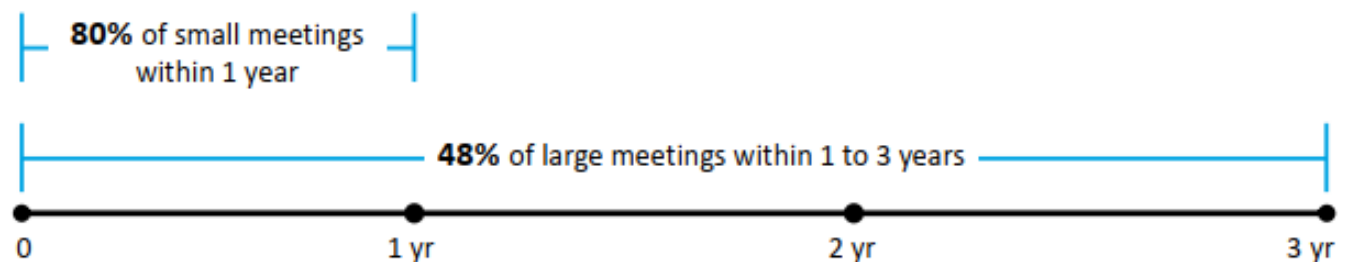
## PCMA CONVENE AUDIENCE BY THE NUMBERS

# 1,300,000+ POTENTIAL MEETINGS



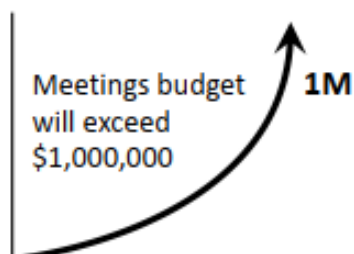
- **128,000** potential meetings to be booked at resorts
- **104,000** of meetings attendees prefer access to a Spa
- **90,700** meetings will involve Golf Outings

### BOOKING WINDOW



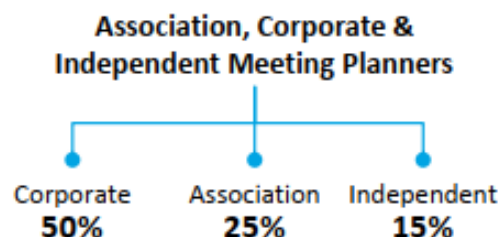
### MEETINGS BUDGET OUTLOOK

152,400+



### CIRCULATION BREAKDOWN

36,000+ QUALIFIED READERS



- 86% hold positions with decision-making authority
- 23% are Executive Level or C-Suite