

# PDI ADVERTISING RATE CARD & CONTRACT 2018



The PDI Newsletter "The PDI Post" is published electronically 12 times per year – for those months with two issues they are published on the 15th of each month. Online advertising at [www.pdiowa.com](http://www.pdiowa.com) includes a direct link to your company's website.

Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_

Contact Person \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Website \_\_\_\_\_

## Newsletter Issue Focus

January: PDI Legislative Agenda & Showcase	May: Legislative Wrap-up & Best Practices Event	September: Fall Conference/Annual Meeting
February: PDI Legislative Agenda	June: BRE Award Recipients	October: Board Recognition/Elections
March: BRE Awards/Legislative Updates	July: PPP Workshop/Fall Conference	November: Planning for new year/Committees
April: Best Practices/SMART/Spring Event	August: Recognition of Sponsor Support	December: Renew Your Membership

## Ad Specifications

### NEWSLETTER ADS

**Newsletter Ads are 425 pixels wide by 169 pixels tall, 72 dpi.** All ads must be submitted as .gif files. The file size must be less than 90 KB and can be 4 color or B/W. Ads not submitted to these specifications cannot be used. PDI is not responsible for reformatting ads.

**Ads are due 10 days prior to the release dates above.**

*The PDI Post is distributed to 525 members, legislators and state agencies with an open rate of 35% and click through rate of 12%.*

### WEBSITE ADS

**Website ads are 965 pixels wide by 169 pixels tall.** Ads should be submitted as .jpg files and can be color or B/W. Your ad will appear on the home page PDIowa.com and will include a link to your business website. Ads will begin running within 10 business days of being received by PDI.

*The PDI Website receives between 800 and 1,200 visitors each month. PDI's social media sites have 1,047 Twitter followers, 328 Likes on Facebook and 326 members on LinkedIn.*

## Purchase Advertising

Please select the number of issues and issue dates in which your ad should run.

### Number of Newsletter Ads\*

- 2 issues \$100
- 6 issues \$300
- 12 issues \$600

### Number of Website Ads\*

- January – June \$375
- July – December \$375
- January – December \$750

### Specials Save \$175 to \$300!

- 6 newsletter issues & 6 months of web ads \$500
- 12 newsletter issues & 12 months of web ads \$1,000

### Fax or mail this contract and payment to:

Professional Developers of Iowa  
 1255 SW Prairie Trail Parkway, Ankeny, IA 50023-7068.  
 Fax: 515-334-1112 / Phone: 515-334-1067

**Do not email payment information.**

Email the ad to: [director@pdiowa.com](mailto:director@pdiowa.com)

Total \$ \_\_\_\_\_  Visa  MasterCard  AMEX

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Signature \_\_\_\_\_

