

PCAM Sponsorship, Event and Advertising Rate Information

Strategic Sponsor

- 2 levels available
- One full year of on-going exposure to PCAM members

	Website	e-Newsletter	Annual Conference	Empowerment Forum	Investment
Diamond	Scrolling banner, home page	<ul style="list-style-type: none"> • Four (4) advertisements • One (1) article 	<ul style="list-style-type: none"> • Preferred exhibit location • 2 conference registrations • Attendance at Networking Events • Full page ad in program 	Exhibit Table at one (1) forum event	\$1,200
Silver	Scrolling banner, event page	<ul style="list-style-type: none"> • Two (2) advertisements • One (1) article 	<ul style="list-style-type: none"> • Preferred exhibit location • 1 conference registration • Attendance at Networking Events • Half page ad in program 	N/A	\$800

Event Sponsor

PCAM Annual Conference	<ul style="list-style-type: none"> • Exhibit table • 1/4 page advertisement in conference program • One conference registration • Attendance and introductions at networking events 	Investment \$250
Empowerment Forum	<ul style="list-style-type: none"> • Exhibit table • Program Attendance <p>Note: There are 5 Empowerment Forums every year. This expense is per Forum.</p>	Investment \$40

Advertiser

Annual Conference Program

- Seen by over 100 professional coaches over the course of two-day conference

Size	Image	Investment
1/2 page (7" x 4.75")	Color	\$100
1/4 page (3.25" x 4.75")	Color	\$75
Business Card (3.25" x 2.25")	Color	\$50

President's Newsletter (Monthly e-Newsletter)

- Distributed to over 500 individuals in the greater coaching community of Michigan
- Banner Size - 8.5" x 2"

Frequency	Investment
3 months	\$150 (\$50 per run)
6 months	\$288 (\$48 per run)
12 months	\$540 (\$45 per run)

Website Banner Ad

- Scrolling Banner - 8.5" x 2"

Frequency	Investment
3 months	\$225 (\$75 per run)
6 months	\$438 (\$73 per run)
12 months	\$840 (\$70 per run)

Terms:

- Publisher will repeat last ad on file when new ad copy is not received by deadline.
- Please note that advertisement contracts are not final until an authorized signature has been received from the company/person advertising and PCAM has reviewed and determined if appropriate space is available to meet a request.
- Advertisements must be readily distinguishable from editorial content and the word "Advertisement" shall be added.
- Ads may not include unnecessary capitalization (such as 'FREE'). Acronyms may be capitalized.
- Symbols may not be used to substitute for letters (e.g., "\$ave" instead of "save").
- All vendors are subject to PCAM's approval and PCAM reserves the right to reject or cancel any sponsorship or advertisement at any time. Vendor acceptance in no way constitutes endorsement or recommendation by PCAM.

PCAM Sponsorship Program Registration Form

Please complete the following information and forward to kristi@michigancoaches.org

Please select your preferred options:

	Strategic Sponsor	Event Sponsor	Advertising			
			Conference Program	President's Newsletter	Website Banner	
	<input type="checkbox"/> Diamond \$1,200	<input type="checkbox"/> Annual Conference \$250	<input type="checkbox"/> 1/2 Page \$100	<input type="checkbox"/> 3 months \$150	<input type="checkbox"/> 3 months \$225	
	<input type="checkbox"/> Silver \$800	<input type="checkbox"/> Empowerment Forum \$40	<input type="checkbox"/> 1/4 Page \$75	<input type="checkbox"/> 6 months \$288	<input type="checkbox"/> 6 months 288	
			<input type="checkbox"/> Business Card \$50	<input type="checkbox"/> 12 months \$540	<input type="checkbox"/> 12 months 540	
						TOTAL
Sub Total	\$	\$	\$	\$	\$	\$

Company Info:

Company Name _____

Contact _____

Address _____

City / State / Province _____

Province _____ Zip Code _____

Phone _____ Fax _____

Email _____

Please provide the URL to be linked to: _____

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Print Name _____

Authorized Signature _____

Date _____

**Submit completed forms to
kristi@michigancoaches.org
or by fax at 1-866-204-6288.**

Please complete the following if paying by credit card:

Credit Card Number _____

Expiration Date _____ (3 digit number on back of Card) _____
Security Code

Name on Card _____

Authorized Signature _____

Billing address different than above

Address _____

City / State / Province _____ Zip Code _____

Notes:

PCAM Advertising Specifications/Instructions

PCAM does not permit the following types of actions for advertisers:

- Blind downloads (cloaking software in other downloads)
- Browser manipulation (altering customary settings so user cannot regain control)
- Keystroke tracking (monitoring a consumer's keystrokes to obtain passwords, identification)
- Unclear origin of ads (hiding or obscuring the source of an ad, web page or email)

President's E-Newsletter Advertisements

Advertisements for PCAM's monthly member newsletter, must be received two weeks prior to newsletter distribution. Newsletters are made available to the PCAM membership at the beginning of each month. Ad campaigns may be delayed if any required information is missing or if artwork is not properly formatted. Any element(s) not meeting specifications will be returned for revision.

General Requirements

- High resolution (300 dpi) GIF, JPEG, and PDF files accepted upon approval
- See below for available ad sizes
- Creative must adhere to any and all trademark and copyright laws
- Please provide Destination URL

Conference Program Advertisement Size Requirements (sizes are in inches)

1/2 page	7" x 4.75"
1/4 page	3.25" x 4.75"
Business Card	3.25" x 2.25"

Banner Website / Advertisements

www.michigancoaches.com advertisements can generally be posted within several business days. Ad campaigns may be delayed if any required information is missing or if artwork is not properly formatted. All creative must be tested and approved by PCAM prior to an ad campaign's start. Any element(s) not meeting specifications will be returned for revision.

General Requirements

- GIF and JPEG ads are accepted, upon approval
- Creative must adhere to any and all trademark and copyright laws
- Please provide Destination URL