

THE PMA LINK

REACH 7,000

MARKETING PROFESSIONALS

MEDIA KIT

EACH WEEK



AD RATES & SPECS

Prices are for participation in 13 emails to 7,000 marketing professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG

Max File Size
40k



Top/Bottom Banner
\$2500/\$2000

Image Dimensions
468x60

File Format
JPEG

Max File Size
40k



Skyscraper/Half Skyscraper
\$2500/\$2000

Image Dimensions
120x600
120x300

File Format
JPEG

Max File Size
40k
40k



Product Showcase
\$2250

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
labore nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG**



Callout Text Ad
\$1500

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG**



Traditional Text Ad
\$1000

Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG**

CONTACT US

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

JAMES DeBOIS
DIRECTOR OF ADVERTISING SALES
469.420.2618
jdebois@multibriefs.com

THE PMA LINK, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO THE INDUSTRY OF MARKETING DISCIPLINES THAT MOTIVATE BEHAVIOR, ACTIVATE RESPONSE AND BUILD BRANDS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **USA TODAY** and the leading industry publications. Delivered to the inboxes of promotion marketing professionals around the world, the PMA Link keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

THE PMA LINK
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN THE PMA LINK:



CREDIBLE SOURCE

For 100 years, our members have turned to the association as the informational authority of the industry. Advertising in the PMA Link solidifies your place among weekly information provided to PMA members.



TARGETED DISTRIBUTION

Advertising in the PMA Link allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to the PMA Link have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, the PMA Link ensures your ad will be seen every week by our 7,000 subscribers.



AFFORDABLE

Advertising in The PMA Link is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the PMA Link has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the PMA Link.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.