

PMA BUSINESS FOCUS

REACH

14,100

INDUSTRY PROFESSIONALS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows an email from PMA Multibrief.com dated Tuesday, October 14, 2008, 10:03 AM. The subject is "Subject: Oct. 9, 2008: Carpe Diem: Business Tax Breaks That End in 2008".

- A**: A banner ad at the top with the text "The better way to better images." and a photo of a person in a field.
- B**: A vertical skyscraper ad on the right side for Nikon, featuring the text "PMA09 The Ultimate Event for Everything Photo" and "A New Standard in Digital Versatility".
- C**: A top banner ad for CoreMicro (USA) Technology LLC, featuring a product image and the text "CoreMicro (USA) Technology LLC".
- C/1**: A top banner ad for Fujifilm, featuring the Fujifilm logo.
- D**: A product showcase ad for CoreMicro (USA) Technology LLC, featuring a product image and the text "CoreMicro (USA) Technology LLC".
- E**: A callout text ad for Mitsubashi Factory, featuring a small image and the text "Mitsubashi Factory".
- F**: A traditional text ad for Mitsubashi Factory, featuring the text "Mitsubashi Factory".

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 14,100 industry professionals (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$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 nostrud
exercitation ullamco
laboreis nisi. [More](#)

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



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](#)

Callout Text Ad
\$1000

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



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

Traditional Text Ad
\$500

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

CONTACT US

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

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com

PMA BUSINESS FOCUS, POWERED BY MULTIBRIEFS, PROVIDES BUSINESS NEWS AND INFORMATION TO LEADERS AND DECISION MAKERS IN ALL PARTS OF THE PHOTOGRAPHY AND IMAGING INDUSTRIES.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of retailers, manufacturers, trade show organizers, photographers, and other industry professionals, PMA Business Focus keeps professionals informed of topics that impact the daily operation of their programs. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals in the industry.

PMA BUSINESS FOCUS
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN PMA BUSINESS FOCUS:



CREDIBLE SOURCE

For over 80 years, our members have turned to the association as the informational authority of the industry. Advertising in PMA Business Focus solidifies your place among weekly information provided to PMA members.



TARGETED DISTRIBUTION

Advertising in PMA Business Focus 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 PMA Business Focus 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, PMA Business Focus ensures your ad will be every week by our 14,100 subscribers.



AFFORDABLE

Advertising in PMA Business Focus 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 PMA Business Focus 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 PMA Business Focus.



TRACK CAMPAIGN EFFECTIVENESS

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