

# **Online Advertising Rates**

## **FORUM**

The National Newspaper for PRSSA. We offer three electronic issues a year.

8 page minimum full-color publication 11"x17", emailed three times per year to the full PRSSA membership and Faculty Advisers:

- Fall Issue – September
- Winter Issue – January
- Spring Issue – April/May

A quarter page ad (5"x8", 2.5"x16" or 10"x4") in FORUM for one issue @ \$300 – 2 issues @ \$500.

A half page ad (10" x 8" or 5"x16") in FORUM for one issue @ \$600 - 2 issues @ \$1,100.

A full page ad (10"x16") in FORUM for one issue @ \$1,000 - 2 issues @ \$1,750. (Circulation 10,000+, all ads in full CMYK color)

## **National Conference Brochure**

A half page in the final (on-site) Conference brochure @ \$500 - a full page or back cover @ \$1,000.

12 page publication - 8 1/2 x 11  
(Circulation 1,000+)

## **PRSSA Monthly Update Email**

Distributed in August, September, October, November, December, January, February, March, April and May

Graphic included with URL as determined. @\$1,000 per month.  
(Received by 10,000+ recipients and 300+ Faculty Advisers)

## **Homepage Highlight (see attached)**

\$500 per week

## **E-blast.Outreach**

Customized e-blast to regions, segments or full membership based on selection and time frame, as well as content. Segment pricing varies.

Full membership \$2,000 per e-blast.

Please contact Jeneen Garcia at [jeneen.garcia@prsa.org](mailto:jeneen.garcia@prsa.org) or (212) 460-1466 for more details.

Dimensions 1342x1032

