

PPS 2019 RATES & SPECS

Impact Magazine

Placement and Color	1x	4x	6x	11x
Premium Placement (Color Only)				
Inside Front Cover	\$2,050	\$1,650	\$1,565	\$1,435
Inside Back Cover	\$1,945	\$1,565	\$1,490	\$1,370
Back Cover	\$2,140	\$1,725	\$1,635	\$1,510
Table of Contents	\$1,945	\$1,565	\$1,490	\$1,370
President's Message	\$1,845	\$1,490	\$1,415	\$1,315
Editor's Column	\$1,820	\$1,465	\$1,390	\$1,290
Advocacy in Action	\$1,845	\$1,490	\$1,415	\$1,315
Compliance	\$1,845	\$1,490	\$1,415	\$1,315
Legal	\$1,845	\$1,490	\$1,415	\$1,315
PPS on the Move	\$1,845	\$1,490	\$1,415	\$1,315
2-Page Spread				
Full bleed spread	\$3,839	\$3,058	\$2,893	\$2,673
Full Page				
Color	\$1,745	\$1,390	\$1,315	\$1,215
BW	\$1,293	\$1,030	\$979	\$902
1/2 Page				
Color	\$975	\$775	\$735	\$680
BW	\$721	\$577	\$546	\$505
1/4 Page				
Color	\$615	\$500	\$475	\$440
BW	\$459	\$371	\$351	\$325

Impact Email Blast

	Size	Rate
Square	200 x 165	\$800

Impact Magazine

Ad Size	Width	Height
Spread (Bleed)	16.75"	11.0625"
Spread (Trim)	16.5"	10.8125"
Full Page (Bleed)	8.5"	11.0625"
Full Page (Trim)	8.25"	10.8125"
Full Page (Live)	7.25"	9.375"
Half Horizontal	7.25"	4.5"
Half Vertical	3.5"	9.375"
Quarter Page	3.5"	4.5"
Back Cover	7"	7"

Impact Magazine Online www.ppsimpact.org

Ad Unit	1x	6x	11-12x	Size
Leaderboard Banner (upper)	\$1,350	\$1,250	\$1,000	728x90
Web Button (right column)	\$1,250	\$1,150	\$995	300x250
Leaderboard Banner (lower)	\$1,200	\$1,100	\$900	728x90
Email Blast from PPS — Online Issue Announcement	\$800 per issue			300x250

PPS Online www.ppsapta.org

Ad Unit	1x	6x	12x	Size
PREMIUM login page leaderboard	\$650	\$520	\$390	728x90
Square 1 (.jpg, .gif, .png, .svg)	\$650	\$520	\$390	250x250
Square 2 (.jpg, .gif, .png, .svg)	\$600	\$480	\$360	250x250
Lower Leaderboard (near footer) (.jpg, .gif, .png, .svg):	\$510	\$390	\$300	728x90

Program Guide

Ad Size	Width	Height	Rate
Back Cover	8.5"	11.0625"	\$2,000
Inside Front Cover (Bleed)	8.5"	11.0625"	\$1,800
Inside Back Cover (Bleed)	8.5"	11.0625"	\$1,750
Full Page (Bleed)	8.5"	11.0625"	\$1,250
Half Page Horizontal	7.25"	4.5"	\$700
Half Page Vertical	3.5"	9.375"	\$700
Quarter Page	3.5	4.5	\$500

Buyer's Guide Online

Listing Unit	Rate
Basic Logo, ad title, company name, external video link, 50-word ad descriptions, opportunity to have your ad highlighted by adding a PPS member discount promo, company contact, website and social links, and ability to opt-in for exposure on the PPS Conference App	\$500
Enhanced Upgraded Includes all of the benefits of a basic listing PLUS: Extended description (up to 200 words), embed of a promotional video (up to 3 minutes long), downloadable product brochure	\$875