

## PMI-OC 2013–2014 MEDIA KIT

### Reach a Diverse Audience of Project Management Practitioners Through PMI-OC's Print & Digital Advertising Opportunities

Founded in 1989, the Project Management Institute of Orange County (PMI-OC) is part of PMI Global Operations Center, an internationally recognized project management professional association. The chapter is recognized as one of the premier project management professional organizations in the nation, and has received awards at the North American Congress, including Chapter of the Year, Volunteer Program of the Year, and the Component Collaboration Award.

PMI-OC offers a wide range of valuable educational and networking events for both chapter members and non-members. This includes monthly dinner workshops, Advanced Topic Seminars, a PMP®/CAPM® prep class held three times a year, and an annual Project Management Conference, all of which are well attended.

PMI-OC also is committed to developing relationships with top educational institutions. The chapter recently began a program with the University of California, Irvine (UCI) Extension designed to bring together non-profits and project management students, increasing value through experiential projects and the application of project management concepts.

PMI-OC is focused on promoting awareness of its offerings to members, business partners, and Orange County and Southern California communities. The chapter has just debuted a new user friendly, robust Website, and communicates with constituents using a variety of methods, such as eCommunications, direct mail, and its monthly digital Milestones Magazine.

## Who are PMI-OC Members?

### PMI-OC Members at a Glance

- Approximately 1,650 members
- More than 86 percent are employed
- More than 50% with a college degree
- Median salary is \$87,000 annually
- Primary job functions/titles:
  - Project/Information Technology/PMO Manager—40 percent
  - Program Manager—19.3 percent
  - Director/Executive Management—14.4 percent
  - More than 43 percent have 6–15 years of professional experience
- Top industry sectors of employment:
  - IT—25.9 percent
  - Healthcare—17.2 percent
  - Consulting—19.5 percent
  - Aerospace/Defense—16.2 percent
  - Manufacturing/Production—14.1 percent
- Credentials Possessed/Being Sought
  - More than 78 percent have Project Management Professional (PMP®) credentials
  - Nearly 4 percent have Certified Associate in Project Management (CAPM®)
  - Approximately 38 percent seek Project Management Professional (PMP®), and 17.5 percent are working toward Program Management Professional (PgMP®) and 17.2 toward PMI Agile Certified Practitioner (PMI-ACP®)

*\*Source: PMI-OC Member Survey November 2012—January 2013*

## Advertising with PMI-OC

The Project Management Institute—Orange County (PMI-OC) chapter invites local, regional, and national businesses to promote products and services to our growing membership of professional project managers. Our members work in various industries and at all levels within their organizations. PMI-OC has a rich history of connecting our business partners with more than 2,800 PM professionals and business partners via our Website, eCommunications, postcards, Milestone eZine, face-to-face workshops, and annual conference advertising. Allow us to help you reach them—our competitive rates are provided as a la carte options or packages to support your advertising needs.

### Explore Our Advertising Channels

PMI-OC lets you reach your audience with a variety of advertising channels.

#### PMI-OC.org

The premier online source for both PMI-OC members and other project professionals, PMI-OC.org offers news, events, and other pertinent information.

PMI-OC.org at a Glance:

- Monthly visits: 2,500
- Monthly page views: 10,000
- Time spent on site per visitor: 03:25 minutes
- Unique visitors: 500



#### eCommunications

PMI-OC's eCommunications offers advertisers opportunities to reach members in their in-box.

Monthly e-mail campaign at a glance:

- 5,000 sent monthly
- 29.8% open rate
- 15.5% clicks
- 5% forwards



## Advertising with PMI-OC

### Quarterly Postcard/Calendar

PMI-OC's postcard offers advertisers opportunities to reach members via a mailed calendar offering, which contains valuable information for members and others interested in the chapter's offerings.

Quarterly Postcard mail campaign at a glance:

- 3,000 sent quarterly
- Less than 0.0033% returned



### Milestones

PMI-OC's monthly digital magazine is the "must read" publication for project management professionals in Orange County and Southern California.

Monthly Milestone digital magazine readers at a glance:

- 850 impressions
- 2,500 for special events



# PMI-OC 2013-2014 Advertising & Sponsorship Rates

## A La Carte Rates

Logo & Link on PMI-OC Website	
Description	Rate
Logo & link on PMI-OC Website	\$200/month
eCommunications	
Description	Rate
Ad sent on the 1st, 2nd, and 4th week of the month	\$100/Ad
Quarterly Postcard Mailing	
Description	Rate
Quarterly Ad	\$500

Milestones eZine				
Description	1 Month	3 Month	6 Month	12 Month
1/4 Page Ad	\$150	\$435	\$720	\$1,080
1/2 Page Ad	\$250	\$725	\$1,200	\$1,800
Full Page Ad	\$450	\$1,350	\$2,160	\$3,240

Questions? Please submit questions to [advertising@pm-oc.org](mailto:advertising@pm-oc.org)

# PMI-OC 2013-2014 Advertising & Sponsorship Rates

## Package Rates

Advertising/Sponsorship Packages	Platinum	Gold	Silver	Bronze
<b>Advertising</b>	<b>\$3,420</b>	<b>\$2,000</b>	<b>\$890</b>	<b>\$450</b>
Logo and link on PMI-OC website	1 Year	6 Months	3 Months	1 Month
Job Postings	Complimentary	Complimentary	Complimentary	Complimentary
Milestones eZine	Full Page - 1 Year	Half Page – 6 Months	Quarter Page – 3 Months	Quarter Page – 1 Month
e-Communications Advertisement	1 Year	6 Months	3 Months	1 Month
Social Media (Post in our channels)	Complimentary	Complimentary	Complimentary	Complimentary
Logo displayed for 10-seconds on the Monthly YouTube Video	1 Year	6 Months	No	No
Logo displayed for 6-seconds on a Twitter video clip	1 Year	6 Months	No	No
<b>Monthly Dinner / Meetings Workshops</b>	<b>\$1,820</b>	<b>\$1,040</b>	<b>\$702</b>	<b>\$260</b>
Table	10 Months	5 Months	3 Months	1 Month
Complimentary registration & dinners	4 guests	3 guests	2 guests	1 guest
Reduced cost for additional dinners (each)	\$35	\$35	No	No
Five-minute presentation about your products or services	Yes	Yes	No	No
PowerPoint slide in ballroom	Yes	No	No	No
Raffle at event	Yes	No	No	No

Questions? Please submit questions to [advertising@pm-oc.org](mailto:advertising@pm-oc.org)

# PMI-OC 2013-2014 Advertising & Sponsorship Rates

## Package Rates

Advertising/Sponsorship Packages	Platinum	Gold	Silver	Bronze
<b>Annual Conference</b>	<b>\$1,020</b>	<b>\$515</b>	<b>\$300</b>	<b>\$200</b>
Table	Yes	Yes	No	No
Complimentary registration & dinners	4 guests	3 guests	No	No
Reduced cost for additional dinners (each)	\$35	\$35	No	No
Five Minute presentation about your products or services	Yes	No	No	No
Logo and link on PMI-OC website	2 months	1 month	1 month	1 month
Additional Ad in Milestones eZine	Full Page - 2 months	Half Page - 1 month	Quarter Page - 1 month	No
eCommunications advertisement	2 months	1 month	No	No
Company logo/name highlighted in event brochure	Yes	No	No	No
Company logo/name listed in event bag	Yes	No	No	No
PowerPoint slide in ballroom	Yes	No	No	No
Raffle at event	Yes	No	No	No
<b>Bundle Rates (Advertising, Dinner Workshops, &amp; Annual Conference)</b>	<b>\$6,260</b>	<b>\$3,555</b>	<b>\$1,892</b>	<b>\$910</b>

Questions? Please submit questions to [advertising@pm-oc.org](mailto:advertising@pm-oc.org)



# PMI-OC 2013-2014 Advertising Specifications & Deadlines

Space reservations, milestones, and advertising specifications are listed below. Cancellations must be in writing on or before the reservation deadline.

## **PMI-OC.org Website**

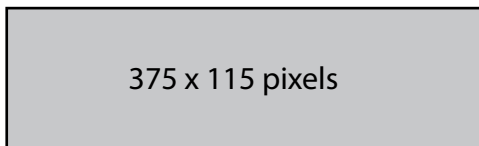
Banner advertising specifications:

- The web banner image size 350x131 pixels @ 250 ppi (do not optimize; PMI-OC will handle when published)
- Format is a ".jpg" transparent format.
- Submit ads and questions to: [advertising@pmi-oc.org](mailto:advertising@pmi-oc.org).

## **eCommunications (eblasts)**

Three releases per month (first, second, and last Sunday of the month)

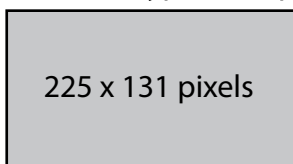
- Approved copy deadline is the 25th of the month
- Submit ads and questions to [advertising@pmi-oc.org](mailto:advertising@pmi-oc.org)
- Emailed via Constant Contact to members, volunteers, and the PMI-OC community
- Available ads include:
  - Center Column Ad
    - 375 x115 pixels, horizontal, only @ 250 ppi (do not optimize; PMI-OC will handle when published)
    - Sponsor will provide a URL; PMI-OC will add the hyperlink underneath and outside the ad space.



This sample is not actual size.

The Sponsor will provide artwork for the ad and a URL for the hyperlink will be added by PMI-OC.

- Right Column Squares
  - Reserved for Platinum, Gold, and Silver sponsors only
  - Maximum width is 225 pixels, maximum height is 131 pixels (225x131 pixels) @250ppi (do not optimize; PMI-OC will handle when published).
  - If the ad is not square, PMI-OC fill the space around the area with background color and add the URL hyperlink, (provided by the sponsor) underneath the add.



This sample is not actual size.

The Sponsor will provide artwork.



## Quarterly Postcard Mailing

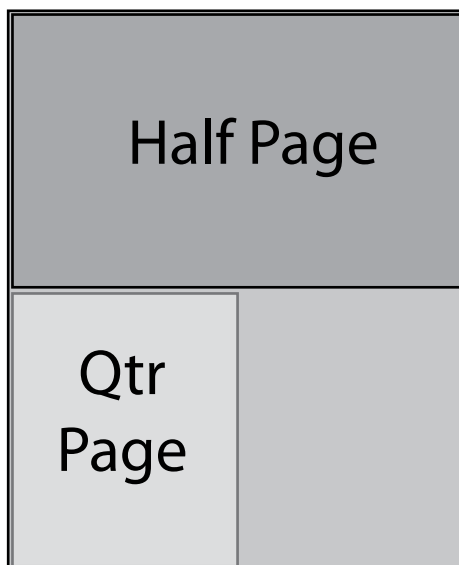
- Mailed four times a year to arrive 7–14 days before the first day of January, April, July, and October.
- Mailed to members and active volunteers.
- Deadline is the 24th of February, May, August, and November 2013.
- Submit ads and questions to: [advertising@pmi-oc.org](mailto:advertising@pmi-oc.org).
- Ad size is a maximum of W: 744 x H: 200 pixels @ 300 ppi. PMI-OC will size the ad beyond to fit the post-card column.
- All ad content needs to be in this space, including the sponsors URL. Although this is a mailing, PMI-OC recommends placing a Website address in the advertisement.

Ad size is a maximum of W: 744 x H: 200 pixels @ 300 ppi

## Milestones eZine

Monthly (approximate release on first of the month)

- Approved ad copy deadline is the 15th of the month
- Submit ads and questions to [advertising@pmi-oc.org](mailto:advertising@pmi-oc.org) no later than the 15th of the month.
- Sponsor Ad
  - Format: .pdf with embedded fonts 300ppi, .jpg 300 ppi and also may be an .eps file
  - Full Page W: 7½" x H: 10", Vertical-portrait,
  - Half Page W:7½" x H: 4-7/8" Horizontal-Portrait only (vertical column ads ar not available)
  - Quarter Page W:3-5/8" x H: 4-7/8"



## Advertisers & Sponsors

MetLife



University of California, Irvine (UCI) Extension



Project Insight



Platinum Edge



Silver Circle Productions



University of Redlands



Cal State Long Beach



George Washington University

**School of Business**

THE GEORGE WASHINGTON UNIVERSITY

Creedenz Solutions Inc.



BigVisible



## PMI-OC Advertising & Sponsorship Policies

- Advertisements will be accepted only for events, products, and services that are acceptable by PMI-OC.
- The publication of an advertisement by PMI-OC in no way implies PMI-OC's endorsement of the advertiser's theory, product, or service.
- Contact information for the advertiser must be included in the advertisement.
- PMI-OC reserves the right to reject or cancel any advertisement without cause. The content of all advertisements is subject to PMI-OC's approval.
- Positioning of advertisements is at the discretion of PMI-OC.
- PMI-OC will not be liable for any costs or damages if, for any reason, it fails to publish an advertisement nor for any errors in publication. Advertisers are responsible for notifying PMI-OC of any corrections needed. Failure to provide correct information may result in removal or rejection of an ad.
- PMI-OC is not liable for any delays in production or delivery due to any condition beyond PMI-OC's control.
- Advertisers assume liability for all content of advertisements and will assume responsibility for any claims that may arise from their content.
- All fees are subject to change without notification.
- Advertising fees are not refundable. PMI-OC cancellation of an advertisement is the only exception to this policy.
- All advertising order forms, payment and ad copy must be received by the deadline date in order to be considered for the upcoming issue.
- An ad that must be rejected due to space limitations will be returned to the provider along with all fees and forms.
- All advertisements must be photo ready and meet the advertising design specification. PMI-OC does not provide graphics and copy services to support advertisement requests.

The advertising policies in this document apply to the following advertising channels:

- Website advertising
- eCommunications advertising
- Postcard advertising
- Milestone eZine advertising
- Dinner workshop sponsorship
- Social media advertising

### **Deceptive Advertising**

Section 5 of the Federal Trade Commission (FTC) Act declares unfair or deceptive acts or practices unlawful. PMI-OC follows the FTC Act of deceptive advertising. Violators of the FTC Act will result in the prompt removal of advertising in all PMI-OC channels. Violators will be reported to the FTC as well.

### **Disclosures & Disclaimers**

The FTC states that disclosures and disclaimers providing important information to consumers about their purchase must be displayed clearly in an advertisement. Fine print and disclaimers buried in text are not sufficient forms of disclosure. To avoid a reprimand from the FTC, advertisers must ensure the information provided in their ads is clear and not misleading.