

ADVERTISING MENU

PTC'21 NEW REALITIES



PTC'21 ONLINE PROGRAM GUIDE ADS

All conference delegates and exhibitors will have access to the digital PTC'21 Program Guide (magazine format).

| | | |
|-------------------|-------------------------------|-----------------------------------|
| FULL-PAGE: | Member Rate: USD 1,400 | Non-Member Rate: USD 2,300 |
| HALF-PAGE: | Member Rate: USD 800 | Non-Member Rate: USD 1,000 |

Space Deadline: Thursday, 17 December 2020

Material Deadline: Monday, 21 December 2020

Specs: Full Page: 800px (w) x 1,200px (h) | Half Page: 800px (w) x 600px (h), .jpg or .png



PTC'21 DIGITAL ADS

Bring visibility to your organization on the PTC'21 website.

| | | |
|---------------------------|-------------------------------|-----------------------------------|
| LARGE LEADERBOARD: | Member Rate: USD 3,800 | Non-Member Rate: USD 5,000 |
| BOTTOM LINE: | Member Rate: USD 2,400 | Non-Member Rate: USD 3,200 |
| MEDIUM RECTANGLE: | Member Rate: USD 1,000 | Non-Member Rate: USD 2,000 |

Space Deadline: Thursday, 17 December 2020

Material Deadline: Monday, 21 December 2020

Specs: Large Leaderboard: 970px (w) x 90px (h), .jpg or .png

Bottom Line: 728px (w) x 90px (h), .jpg or .png

Medium Rectangle: 600px (w) x 500px (h), .jpg or .png

Clickable Ads will appear on all PTC'21 pages, with the exception of the following pages: Registration, Attendee List, Schedule-at-a-Glance, and Complete Program.



PTC-TV EXECUTIVE INTERVIEWS (3-4 MINUTES)

Feature your organization's senior executive on PTC-TV. Interviews will air during PTC-TV's daily program on the conference platform and following the conference on PTC's website, YouTube, Vimeo, and social media outlets.

| | |
|-------------------------------|-----------------------------------|
| Member Rate: USD 3,500 | Non-Member Rate: USD 5,000 |
|-------------------------------|-----------------------------------|

Space Deadline: Thursday, 17 December 2020

Specs: NTSC 1920 x 1080 29.97 MPEG4 or Pro Res Quicktime

Interviews will be pre-recorded during the month of December.



PTC-TV COMMERCIALS

Highlight your company's presence at PTC'21 through a commercial on PTC-TV's daily programs. Commercials will be scheduled to air during one (1) program. PTC-TV will air on the conference platform and following the conference on PTC's website, YouTube, Vimeo, and social media outlets.

| SPOT: | Member Rate: | Non-Member Rate: |
|------------------------------|--------------|------------------|
| 30-SECOND SPOT | USD 1,500 | USD 2,500 |
| 31-SECOND TO 60-SECOND SPOT | USD 2,750 | USD 3,750 |
| 61-SECOND TO 90-SECOND SPOT | USD 4,500 | USD 7,500 |
| 91-SECOND TO 120-SECOND SPOT | USD 6,000 | USD 10,000 |
| 121-SECOND+ SPOT | USD 7,500 | USD 12,500 |

Space Deadline: Thursday, 17 December 2020

Material Deadline: Monday, 21 December 2020

Specs: NTSC 1920 x 1080 29.97 MPEG4 or Pro Res Quicktime



GAMIFICATION

Get in on the excitement and watch the leaderboard grow as attendees answer trivia questions and complete specific quests to gain the top spot on the leaderboard. Reward the top 20 attendees with a gift.

Member Rate: USD 2,500 **Non-Member Rate:** USD 4,000

Space Deadline: Thursday, 17 December 2020

Gift to be determined by the advertiser and shipped to PTC's office by 29 January 2021.



LITERATURE DISPLAY

Display your publication or marketing materials for attendees in the virtual exhibit hall. (Cost noted below is per piece.)

Member Rate: USD 100 **Non-Member Rate:** USD 200

Material Deadline: Tuesday, 5 January 2021

Materials must be submitted in a PDF format.



PROMOTIONAL SLIDE: MONDAY, TUESDAY, WEDNESDAY WORKSHOPS & TOPICAL SESSIONS

A promotional slide is a great way to have your company noticed by PTC'21 attendees during the conference. The slide will be displayed for :15 seconds prior to the start of a PTC'21 Workshop or Topical Session.

Member Rate: USD 1,000 **Non-Member Rate:** USD 2,000

Space Deadline: Thursday, 17 December 2020

Material Deadline: Monday, 21 December 2020

Specs: 1920px (w) x 1080px (h), .jpg or .png

Please note that only one (1) static promotional slide is permitted per session. For video or commercial promos, please see PTC-TV Commercials.



PTC CULTURAL EXPERIENCE

Does the place you do business in have unique customs or traditions? What are the people and culture like? Are there experiences, adventures, delicacies, or art forms specific to the region? Want to share more about your destination with PTC'21 attendees? If so, purchase a video spot! It's the place where attendees will not only learn more about Hawaii and have some fun, but also about where you live and work. Enlighten attendees and entice them to travel to your destination (when the time is right).

Member Rate: USD 500 **Non-Member Rate:** USD 1,000

Space Deadline: Thursday, 17 December 2020

Material Deadline: Monday, 21 December 2020

Specs: NTSC 1920 x 1080 29.97 MPEG4 or Pro Res Quicktime

Videos must be no more than 15 minutes. Company promotional videos will not be accepted. Should you wish to display a company promotional video at PTC'21: New Realities, please purchase a PTC-TV Commercial.



POLICIES

MEMBER RATE ELIGIBILITY

PTC Members must be in good standing in order to be eligible for discounted member rates on advertising. To be considered a PTC Member in good standing, your membership must be current and/or your membership dues renewal payment must be received prior to submitting a completed advertising order form.

ADDITIONAL OPPORTUNITIES

Please contact marketing@ptc.org with any questions about other opportunities not listed here.

PAYMENT POLICY

PTC will provide an invoice after receiving a completed advertising order form. All invoices are due within 30 days of being issued. For advertising order forms completed after Monday, 30 November 2020, full payment is required by Thursday, 31 December 2020.

AD DELIVERY POLICY

The advertising client is responsible for providing final artwork. Client must deliver all artwork per the specifications on or before the deadline for any advertising purchased. Questions about specifications or deadlines? Email marketing@ptc.org.

AD CANCELLATION POLICY

Cancellations must be submitted in writing via email to marketing@ptc.org. Cancellations received by Monday, 14 December 2020 are subject to a USD 100 administrative fee. No refunds will be granted after Monday, 14 December 2020.

PTC POINT OF CONTACT

PTC'21 Advertising

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