Let’s drive innovation together! Contact Blake today.

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The Product Development and Management Association (PDMA) is the premier global advocate for professionals and organizations working in new product development, management and innovation. We connect innovators with the people, information and resources they need to succeed. As a global community of innovators, PDMA is the only organization that focuses on addressing the unique challenges faced in developing new products and services by providing professional development, certification, peer networking and direct access to forward-thinking content. Our mission is to accelerate the contribution that innovation makes to the economic and professional growth of people, businesses and societies around the world.

PDMA MEMBERSHIP BY THE NUMBERS

INDUSTRY

- Business - 41%
- Technology - 37%
- Healthcare - 22%

PDMA Members have DECISION-MAKING POWER

2,300 MEMBERS IN MORE THAN 54 COUNTRIES

PDMA MEMBERS ARE

- 75% C-Level and above
- 16% Academic
- 10% Managers
Connections E-Newsletter

*Connections* is sent monthly to approximately 21,000 PDMA members and industry prospects. Place your brand amongst PDMA and industry updates, touching a broad segment of the product development industry on a monthly basis.

### Price (per ad)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$350</td>
</tr>
<tr>
<td>3x</td>
<td>$325</td>
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<tr>
<td>6x</td>
<td>$300</td>
</tr>
<tr>
<td>12x</td>
<td>$275</td>
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</tbody>
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- **Ad Format:** Preferred format is .jpeg. Please clarify if otherwise
- **Ad Size Requirements:** 125 x 125 pixels
- **Ad Due Date:** Artwork and link URL due on the first of the month in which the ad is to run
- **E-newsletter Distribution Date:** Third week of each month

Limited ads per issue. Please note: All ads are subject to review and approval by PDMA.

Website Banner

PDMA.org receives more than 70,000 impressions and 14,000 unique visitors each month. In addition, more than 135 countries visit the site each year. Highlight your company on the PDMA homepage and promote your product or service with a rotating banner linked to your site.

### Pricing (per banner — limit four per quarter)

- **$700 per quarter**
- **$2,500 yearly**

- Non-exclusive, homepage
- Size Requirements: 465x57 pixels
- Banner uploaded on the first of the month in which the banner ad is to run
- Artwork and link URL due one week prior to run date

Webcast

Position your company as a thought leader in the field by sponsoring a PDMA webcast. Select an educational topic that is relevant to your solution set and show off your area of expertise.

### Pricing (per webcast): $2,500

- Sponsor has the option to develop the content for the webcast
- Webcasts must be educational and content-based; all material is subject to approval by the PDMA Webcast Committee
- One (1) logo, 50-word company description with URL and contact information to be positioned on the opening and closing slides of the PowerPoint deck
- PDMA to share leads generated by the webcast with the sponsor following the date of the live event
- All webcasts will be recorded and archived for on-demand play back
- PDMA to provide the technology platform for the webcast and will manage all logistics internally
- Exposure in PDMA’s Connections e-newsletter
- Featured webcast on website for 2 weeks

More information and specs, including examples for all of these options can be found here: pdma.org/yearly_opportunities
Contact Name __________________________________________________________
Organization (as it will be listed) __________________________________________
Mailing Address _________________________________________________________
City __________________________ State __________ Zip __________
Phone __________________________ Fax __________________________
Email __________________________ Website __________________________

❑ Connections E-Newsletter Advertising
Total Number of Ads __________________________
Months Requested __________________________
Pricing (per ad): 1x 3x 6x 12x
$350 $325 $300 $275

❑ PDMA Webcasts ($2,500/each)
Total Number of Webcasts __________________________
Months Requested __________________________

❑ Website Banner
❑ $2500 per year
❑ $700 per quarter
❑ Q1 ❑ Q2 ❑ Q3 ❑ Q4

Total
Total Cost $ ________________________________

Payment Information
Full payment is required with the Year–Round Marketing Contract.
❑ Check (Payable to PDMA) ❑ VISA ❑ MasterCard ❑ AMEX ❑ Discover
All credit card fields are required.
Card Number __________________________ Exp. date ______ Security code ____
Cardholder Name (print) __________________________ Cardholder Phone __________
Cardholder Signature __________________________

Credit Card Billing Address: ❑ Same as address above
Address __________________________ County __________
City __________________________ State __________ Zip __________

Send your completed form and payment to:
PDMA • 1000 Westgate Drive, Suite 252 • St. Paul, MN 55114
Or fax to 651-290-2266

Questions?
Call Blake Finger at 651.288.3423 or email at bfinger@pdma.org

(For office use only)

initials
date
CK/CC
amt. paid
bal. due
Advertising Information

Agency Commission
Recognized advertising agencies and house agencies are eligible for a 15 percent commission on sales of space and covers, provided account is paid within 30 days of invoice date. Commission is not allowed on billings for art work, plate work, reprints or mechanical charges.

Terms
Payment is due 30 days upon receipt of invoice.

Rate Policy and Contract
As used in this section, the term “publisher” refers to the Product Development and Management Association; “agents” refers to those companies contracted to provide editorial and design support and other related services.

All insertion orders for advertising in Connections are accepted subject to the terms and provisions of the current rate card. Publication of the advertisement represents acceptance of the order. No conditions, printed or otherwise appearing on the space order, billing instructions or copy instructions that conflict with the publisher’s stated policies and current rate card will be binding on the publisher.

The liability for any error will not exceed the charge for the advertisement in question. Neither the publisher nor its agents assume any liability for errors in any type set by the publisher or its agents.

All contents of advertisements are subject to publisher approval. Publisher reserves the right to reject, exclude, modify or cancel any advertisement, insertion order, space reservation, or position commitment at any time.

All advertisements for Connections are accepted and published on the representation that both the advertiser and advertising agency are authorized to publish the entire content and subject matter thereof. In consideration of publication of an advertisement, the advertiser and advertising agency, jointly and severally, will indemnify and hold harmless the Product Development and Management Association, its officers, agents, employees and members, against all expenses (including legal fees) and losses resulting from the publication of the advertisement, including, without limitation, claims or suits for libel, violation of right privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement.

Cancellations
All cancellations must be received in writing prior to the published advertising sales deadline. In the event of cancellation, the advertiser agrees to repay the publisher any applicable discounts granted for multiple insertions in the contract period.