

Private Company Director Advertising Rates

2017 Display Advertising Rates

Rate Card #4

4/color rates	1x	2x
Full Page.....	\$6,000	\$5,000
2/3 Page.....	\$5,000	\$4,000
Half Page.....	\$4,000	\$3,000

All Private Company Governance Summit 2017 sponsors receive a free ad in the March 2017 edition of Private Company Director. Current Directors & Boards/Family Business Magazine advertisers who are not PCGS sponsors earn a 10% discount on the prevailing rate.

Digital & E-mail Advertising 2017

Rate Card #4

Custom Webinars: \$10,000
Editorial Webinars: \$5,000 multi-sponsor (per sponsor, minimum of three sponsors)

E-Blasts: \$3,000 per email
(Availability is limited, so please book early; limited volume discounts available).

Digital Advertising

Private Company Director Website
www.privatecompanydirector.com (Rates per 30 days)

Interstitial on home page load: \$3,000
Interstitial on individual stories: \$2,500

Website Super Leaderboard: \$2,300 (970x90 pixels)
ROS Leaderboard: \$1,500 (728x90 pixels)
ROS Medium Rectangle: \$2,000 (300x250 pixels)
Landing Page Skyscraper: \$2,000 (160x600 pixels)

Rich media available on Interstitials, Medium Rectangle and Leaderboard

- In-Banner Video (add \$1,000)
- Rich Media Expandables (add \$500)

Private Company Director E-News

(Semi-monthly)

\$5,000 exclusive sponsor, each edition
"Brought to you by (sponsor)" with 300x250 box ad

Top leaderboard: \$2,500
Interstitial on clicked stories: \$2,500
Leaderboard: \$1,500
Website top banner: \$2,100 (468x60 pixels or 728x90 pixels)
ROS Banner, home page: \$1,200 (468x60 pixels)
ROS Square: \$1,800 (300x200 pixels)

Native (Sponsored) Content

Creation and distribution, e-Newsletter and website.
One e-Newsletter issue, plus 30 days on the website: \$3,500.
Max 1000 words.

Special Digital Opportunities

Other digital advertising opportunities include:

- In-Banner Video
- Rich Media Expandables