

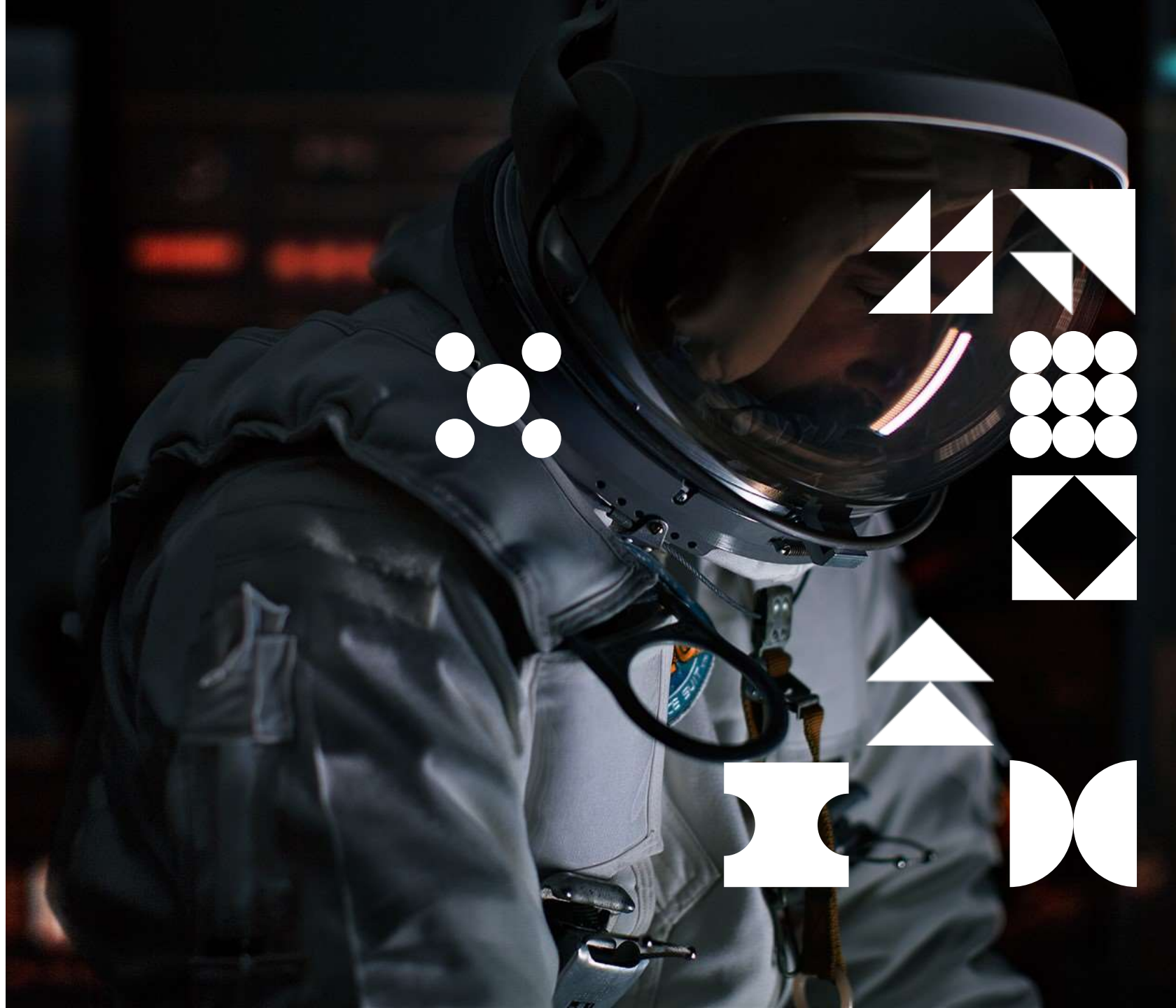
PMI CHICAGOLAND ADVERTISING

Advancing the Profession of Project
Management to the Next Generation
and Beyond.

Sunil Chainani, PMP | PMI Chicagoland Chapter

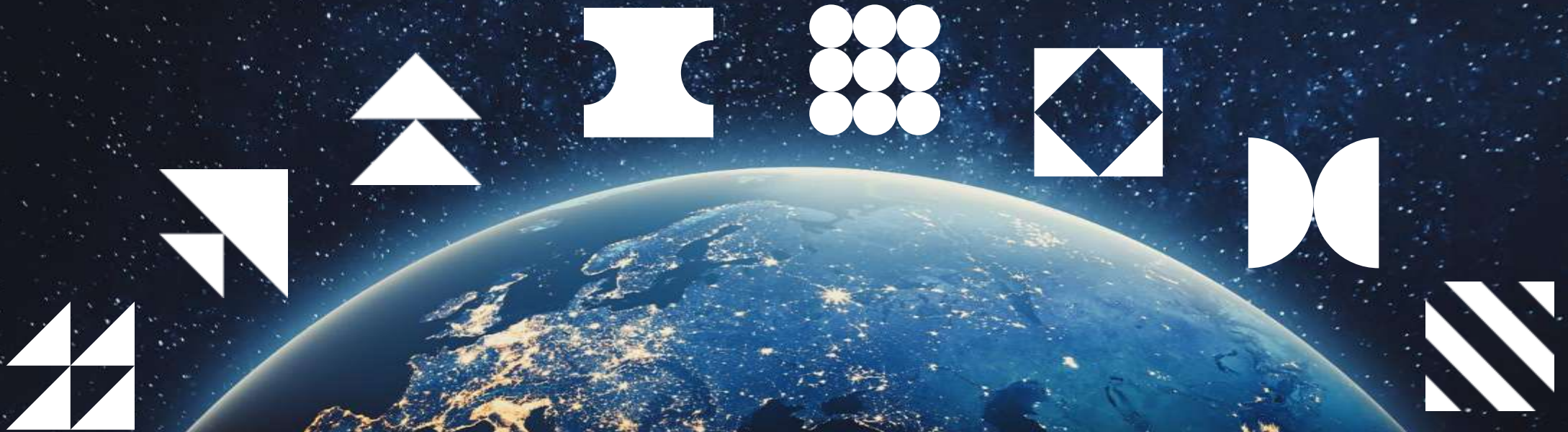
Director of Advertising

3 October 2020



Project Management is the

- Art of Making Things Happen



Project Management Institute (PMI) Chicagoland Chapter

- The Chicagoland Chapter of PMI provides the opportunity to network with other Project Management professionals and practitioners in a diverse range of industries in the Chicago metropolitan area to share project experiences, effective project management techniques and tools, and valuable lessons learned.
- Chartered in 1977 and currently has 5,000 members and 200 volunteers.
- Mission - To promote project management knowledge, standards and ethical practice for members, the profession and the community.
- Goals:
 - Provide value to our members.
 - Increase awareness among Senior Management about the importance of project management in their organizations.
 - Increase awareness of PMI certifications.
 - Improve communications with members and public.



Why Sponsor PMI Chicagoland

Take advantage of pinpoint exposure opportunities and benefit from marketing to business leaders and project management professionals from across the region. The PMI Chicagoland Chapter will help promote your products or services through:

1. Frequent promotional communications opportunities to more than 60,000 exposure points
2. Opportunities to deliver your message to a targeted, attentive audience
3. Increase brand recognition and product & service awareness
4. Highly relevant and current subject matter to drive event attendance
5. Directed marketing and advertising to a targeted audience
6. Gives you recognition as a leader in the project management space



Advertising Communication Channels

Channel	Benefit	Specifications
e-Newsletter - Every 2 months	Directed to 4,000+ members, reaching ~5,000 opt-in subscribers	Full Page: 7.5" W x 9.5" H ½ Page: Horizontal: 7.50" W x 4.8" H ¼ Page: Vertical: 3.75" W x 9.5" H
e-Blast - 2 weeks & 1 week prior to monthly meeting	5,000+ opt-in subscribers Open rates average 23%, or ~1,150 views	With Image: 150-word limit. Logo or graphic should be supplied as GIF, JPG or PNG & will appear at ~150 px wide. Include intended hyperlink location, if applicable. No Image: 150-word limit. No graphics or image inclusion.
Website Banner Ad	1,600± unique visitors / month	Tall Button Ad: 120 W x 180 H
Monthly Meeting Slide	200-600 virtual attendees. President speaks to your slide!	PowerPoint Slide
Key Events - Community Day - Career Development Conference	- Students and young professionals - Project Managers at all levels interested in services to enhance their careers	Contact DirAdvertising@pmichicagoland.org

Advertising Communication: Schedule & Process

Communication	Payment/Content Due Date	Distribution Date	Cost & Shopping Cart Link		
Website Banner Ad	N/A	N/A	\$200 Per Month		
October Monthly Meeting	October 7 th , 2020	October 14 th , 2020	\$100 / meeting		
November Comm eBlast #1	October 16 th , 2020	October 28 th , 2020	\$75 (no image)	\$125 (with image)	
November Comm eBlast #2	October 23 rd , 2020	November 4 th , 2020	\$75 (no image)	\$125 (with image)	
November Monthly Meeting	November 4 th , 2020	November 11 th , 2020	\$100 / meeting		
November e-Newsletter	November 6 th , 2020	November 20 th , 2020	\$165 (¼ page)	\$360 (½ page)	\$500 (full page)
December Comm eBlast #1	November 14 th , 2020	November 25 th , 2020	\$75 (no image)	\$125 (with image)	
December Comm eBlast #2	November 20 th , 2020	December 2 nd , 2020	\$75 (no image)	\$125 (with image)	
December Monthly Meeting	December 2 nd , 2020	December 9 th , 2020	\$100 / meeting		
Career Development Conference	To be determined	December 12th, 2020	To be determined		
January 2021 Comm eBlast #1	December 18 th , 2020	December 30 th , 2020	\$75 (no image)	\$125 (with image)	
January 2021 Comm eBlast #2	December 22 nd , 2020	January 6 th , 2021	\$75 (no image)	\$125 (with image)	

Communication Process:

1. Submit payment via the relevant link above to obtain the receipt sent immediately via e-mail.
2. Ensure your content is per the specifications outlined on the previous slide, to avoid any additional resizing fees.
3. Submit content with payment receipt 1-2 days before the dates above to: DirAdvertising@pmichicagoland.org and cc VolAdvertising@pmichicagoland.org

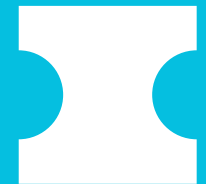
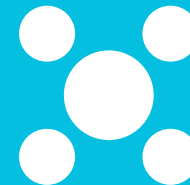
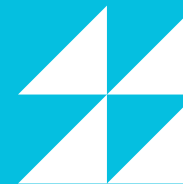
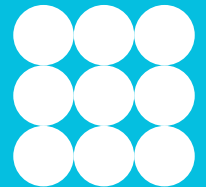
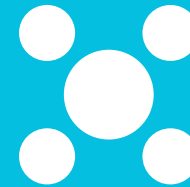




Project
Management
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Chicagoland



THANK YOU



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