

Publicity Club of Chicago

2010 Advertising Rate Sheet

The Publicity Club of Chicago (PCC) is the nation's largest independent public relations membership organization. The PCC is comprised of corporate and individual members who represent a variety of disciplines, including public relations, marketing and communications. Our members range from boutique to worldwide firms, corporate offices and businesses, associations, non-profit organizations, independent consultancies and vendors throughout metropolitan Chicago.

It's our diversity within the PCC that provides you with a variety of targeted advertising options, allowing you to reach the region's premier public relations, marketing and communications professionals throughout the year. The following are several options that are available. If you have any questions or would like to customize an advertising program with the PCC, please contact us to discuss at 773-463-5560 or via e-mail at office@publicity.org.

PCC Web Site Advertising

Ad Type	Ad Size	Price
Rectangular banner with hyperlink	120 x 140 pixels	
3 months		\$500
6 months		\$750
12 months		\$1,000
<i>Ads will be along the left border of most active pages.</i>		

Golden Trumpet Awards

The Golden Trumpet Awards are the most prestigious communications awards program in the Midwest honoring the year's most distinguished achievements in public relations and communications practice.

Sponsorship Packages	
GOLD Trumpet Sponsor <ul style="list-style-type: none"> • Full page color ad in program book • Company name included on sponsor "thank you" signage at event check-in and on stage • Company logo and hyperlink on PCC Web site listing of sponsor for full year • Company logo included in post-event PCC Trumpet Award promotions and event video • Distribute collateral materials on each table at Golden trumpets luncheon 	\$2,000
SILVER Trumpet Sponsor <ul style="list-style-type: none"> • Half page color ad in program book • Company name included on sponsor "thank you" signage at event check-in and on stage • Company logo and hyperlink on PCC Web site listing of sponsor 	\$1,000

Golden Trumpet Awards Program Booklet Ads		
Ad Type	Ad Size	Price
Inside Front Cover (full page), color	5.0" x 8.0"	\$1,000
Inside Back Cover (full page), color	5.0" x 8.0"	\$1,000
Full Page, color	5.0" x 8.0"	\$750
Half Page, color	5.0" x 8.0"	\$500

Event Sponsorship Opportunities

The PCC offers a variety of educational and networking events throughout the year that provide prime opportunities to share your message with communications professionals from around the region. To learn more about upcoming events, call PCC's Suzanne Woolford at 773-463-5560.

At each of the events listed below, the sponsorship will include:

- Formal recognition at event by event moderator
- Listing on PCC Web site and all marketing materials as event sponsor
- Ability to distribute collateral materials at event
- Sponsor may have staff in attendance at event to meet with and distribute materials to event attendees before and after event (Sponsorship does not include tickets to event).

Event Sponsorships	Price
Monthly Luncheons	\$500
Education Series	\$500
Networking Events	\$300

PCC Sponsorship Agreement

Full payment as well as an electronic file (jpeg or gif) of your logo must be sent to PCC the month preceding the event to be sponsored.

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

_____ Check payable to Publicity Club of Chicago

_____ Charge sponsorship to credit card

Card #: _____ Exp. Date: _____

Signature: _____

Web Site Ads (check one):

3 months _____ 6 months _____ 12 months _____

Web site address to be included as a link on Web site ad: _____

Golden Trumpet Awards Sponsorship (check one):

Gold Sponsor _____ Silver Sponsor _____

Golden Trumpet Awards Program Book Ads (check one):

Inside front cover _____ Inside back cover _____ Full page _____ Half page _____

Event Sponsorships (check one):

Monthly Luncheon _____ Education Series _____ Networking Event _____

The Agreement is between the Publicity Club of Chicago and the sponsor. To cancel this Agreement, the sponsor must E-MAIL the PCC Administrator, Suzanne Woolford no later than the 10th day preceding the event date. A formal cancellation Agreement will then be issued. If the Golden Trumpets or another event is cancelled for any reason whatsoever, no refunds will be issued and PCC will apply the sponsorship to a subsequent similar event, in its discretion. Sponsor agrees to indemnify, defend and hold PCC, its officers, directors, employees, affiliates and agents, harmless against any and all liabilities, costs, and expenses (including attorneys' fees) arising out of or related to any claim based on any materials provided by sponsor.

