

Association World

Official Magazine of the Philippine Council of Associations and Association Executives (PAAE)

ASSOCIATIONS IN THE AGE OF DIGITAL DISRUPTION

IN THIS ISSUE ASSOCIATION SUMMIT 4 + FEATURED PAAE MEMBERS + MARKETING IN THE SOCIAL MEDIA AGE + RECRUITING MILLENNIALS + ASSOCIATIONS AROUND THE WORLD + MORE STORIES

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QUICK FACTS FOR ADVERTISERS



ABOUT OUR MAGAZINE

The Association World Magazine (AWM) will be formally launched at the Associations Summit (AS4) on November 23 and 24, 2016 at the Philippine International Convention Center in Manila. Free copies of the maiden issue of the magazine will be distributed to participants from over 200 association professionals, including PCA AE members and speakers from the country and abroad.

OUR PUBLISHERS

The magazine is a co-publishing partnership between the Philippine Council of Associations and Association Executives (PCA AE), the umbrella organization of associations in the Philippines; and Writers Edge, an award-winning editorial company in the Philippines



SUPPORT OUR MISSION!

By supporting Association World Magazine (AWM), you are supporting a MISSION: to keep professional associations and their members abreast of key issues affecting the development of associations, as well as to raise public awareness on the role associations play in the larger scheme of things. No other publication in the Philippines serves this unique and noble mission.





PASS-ON READERSHIP

PCAAE counts **over 200 members** from **86 associations** and membership organizations in the Philippines. These associations have a combined membership estimated at **around 5 million individuals**.

DIGITAL EXPOSURE

The magazine will have a digital copy that readers can view on PCAA's website, www.pcaae.org. Advertisements on the print edition can also be viewed on the digital edition and contain a QR code that can link directly to the advertiser's website or social media channel, giving advertisers more mileage for their brand. In addition, advertisers' logos may also appear on the PCAA website and Facebook page.



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ADVERTISING RATES

ADVERTISEMENT TYPE	SIZE OF AD	COST IN PHP
<p>Front Cover & Cover Story</p> <p>Create more awareness for your institution! Be on the magazine cover and we will make your story the main feature of the magazine. This guarantees you four (4) pages. You save PHP300,000! You also get 5 free printed copies of the magazine, plus brand mileage for your logo that will appear on PCAAE's website and Facebook page.</p>		100,000.00
<p>Spotlight: Association Executive</p> <p>Take pride in your association leader! We will feature the head of your association in this section so others can be inspired by his/her story. This guarantees you two (2) full pages. You save PHP15,000! You also get 3 free printed copies of the magazine, plus brand mileage for your logo that will appear on PCAAE's website and Facebook page.</p>		75,000.00
<p>Full-Page Ad</p> <p>Place a full-page advertisement on the print edition and gain more shelf life and mileage for your ad in the magazine's digital copy that will be uploaded on PCAAE's website. You also get 3 free printed copies of the magazine, plus brand mileage for your logo that will appear on PCAAE's website and Facebook page.</p>	<p>Full Bleed: 8.25" X 10.75"</p> <p>Trim: 8.00" X 10.50"</p>	50,000.00
<p>Half-Page Ad</p> <p>Place a half-page advertisement on the print edition and gain more shelf life and mileage for your ad in the magazine's digital copy that will be uploaded on PCAAE's website. You also get 2 free printed copies of the magazine, plus brand mileage for your logo that will appear on PCAAE's website and Facebook page.</p>	<p>7.00" X 4.625"</p>	35,000.00
<p>1/4 (Quarter-Page) Ad</p> <p>Place a quarter-page advertisement on the print edition and gain more shelf life and mileage for your ad in the magazine's digital copy that will be uploaded on PCAAE's website. You also get 1 free printed copy of the magazine, plus brand mileage for your logo that will appear on PCAAE's website and Facebook page.</p>	<p>4.123" X 5.00"</p>	25,000.00

ADVERTISE NOW!

We hereby authorize the Philippine Council of Associations and Association Professionals (PCA AE) to publish our advertorial/advertisement in the forthcoming issue of **Association World Magazine**.

Advertisement Position and Cost (please check):

- Front Cover / Cover Story (PHP100,000)
- Spotlight: Association Professional (PHP75,000)
- Full-Page Ad (PHP50,000)
- Half-Page Ad (PHP35,000)
- Quarter-Page Ad (PHP25,000)

It is understood that payment shall be made immediately to the PCA AE within fifteen (15) days prior to the scheduled publication of the magazine issue.

Authorized Signatory:

(Name)

(Signature)

Date Signed: _____

Designation / Position: _____

Advertiser's Company / Organization: _____

AD MATERIALS REQUIREMENT

File: Print-quality PDF file preferred
EPS, TIFF, Adobe Illustrator accepted
Please put a bleed of 5 mm on each
side for trimming.

Color Setup
CMYK

Photo image
300 dpi

All files must be accompanied by
links and font types.

DEADLINES

Booking (Signed contract needed)
On or before Sept. 30, 2016

Ad Materials (Email to PCA AE)
On or before Oct. 28, 2016

Publication (Distribution of copies)
November 23-24, 2016
Associations Summit 4, PICC

All AS4 delegates get free copies.

CHECKLIST FOR SUBMISSION

1. Advertising Contract (above)
Fax or email the signed contract to PCA AE
on or before Sept. 30, 2016.

2. Ad Material
Email the print-quality file to PCA AE
on or before Oct. 28, 2016.

Email to: eflorencio@adfiap.org

All advertisers will get extra copies.