

# PITTCON20

## DIGITAL-ONLY OPTIONS

March 1-5, 2020  
McCormick Place  
Chicago, IL



### Pittcon Buzz

The conference's official digital magazine, published by Pittcon Today and authorized by the Pittsburgh Conference

#### **Pittcon Buzz is the opportunity for your company to start promotion for the 2020 Pittcon Conference in Chicago**

- Reach **40,000** buyers/specifiers of analytical instrumentation/services
- Global reach to all Pittcon attendees over the past 3 years
- Drive brand recognition and lead generation
- **Two digital editions: November 15, 2019 and January 22, 2020**

#### **Pittcon Buzz editorial will provide the following:**

- Pittcon Today Exhibitor Excellency Awards, highlighted
- New product exhibitor announcements
- Pittcon program updates
- Industry news and more

#### **Advertising Closing Dates:**

**Edition 1 November 8, 2019**

**Edition 2 January 15, 2020**

### 2020 ADVERTISING RATES

All dimensions listed as width x height

#### **Pittcon Buzz**

Full Page (bleed).....	\$4,000
Specs: 8.75w x 11.25h inches	
Page Trim Size: 8.5w x 11h inches	
1/2 Page .....	\$2,500
Specs: 7.5w x 4.63h inches	
1/4 Page .....	\$2,000
Specs: 3.62w x 4.63h inches	
1/6 Page .....	\$1,500
Specs: 3.62w x 3h inches	

#### **Pittcon eNewsletter**

Top Banner .....	\$3,000/day
Medium Rectangle.....	\$2,500/day
Footer Banner.....	\$2,000/day
Videos .....	consult publisher

### Pittcon eNewsletter

The **Pittcon eNews** will be published each morning before the conference opens on the dates of March 18, 19 and 20, 2019 and will be sent out electronically to every registered attendee of the Pittcon Conference in Philadelphia.

The **Pittcon eNews** will cover breaking news of events, live demos, exhibitors, Pittcon Programs, and live industry updates each show day, reaching attendees on their smart phones, tablets, and computers prior to walking in the conference doors.

Reach attendees and decision-makers with your marketing message first thing in the morning when they are planning their day and be in front of buyer's eyes to drive more traffic to your booth each day of the show.

#### **Advertising opportunities include the following:**

- Top Banner - 600 x 150 pixels with placement at the top of eNewsletter—first message an attendee sees.
- Medium Rectangle Banner - 300 x 250 pixels, placed throughout the content of the eNewsletter
- Footer Banner - 600 x 150 pixels, placed at the bottom of the eNewsletter.

**File format:** RGB, Jpeg or Gif, resolution 72 dpi

**Videos:** YouTube or Vimeo URLs - maximum width of art 600 pixels

### Contact

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