

PITTCON24

DIGITAL-ONLY OPTIONS

February 24-28, 2024
 San Diego, CA
 San Diego Convention Center



Pittcon Buzz

The conference's official digital magazine, published by CE Communications (Pittcon Show Daily) and authorized by the Pittsburgh Conference

Pittcon Buzz is the opportunity for your company to start promotion early for the 2024 Pittsburgh Conference in San Diego.

- Reach **40,000** buyers/specifiers of analytical instrumentation/services
- Global reach to all Pittcon attendees from the past 4 years
- Drive brand recognition and lead generation
- **Two digital editions:**
Mid November 2023 / Mid January 2024

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 6, 2023
 Edition 2 January 5, 2024

Pittcon eNewsletter

The **Pittcon eNews** will be published each morning before the conference opens on February 26, 27 and 28, 2024 and will be sent out electronically to every registered attendee of the Pittcon Conference in San Diego.

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] @ 150 ppi

Videos: YouTube or Vimeo URLs

ADVERTISING RATES

All dimensions listed as width x height

Pittcon Buzz

Full Page	\$4,000
Specs (bleed): 8.75w x 11.25h inches	
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

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