

PDA Website Advertising

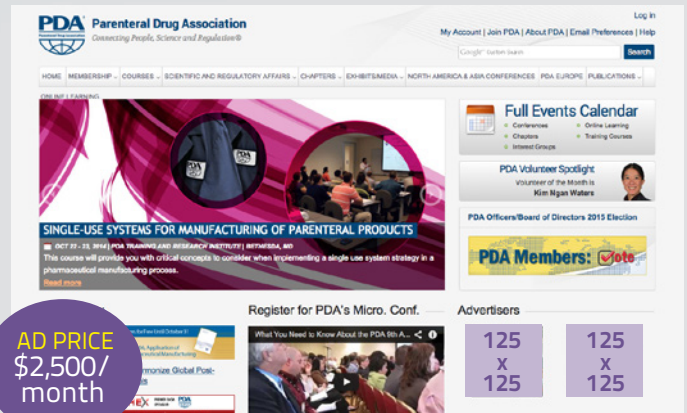


Be where the traffic is!

PDA offers exclusive, high-visibility advertising on some of its Top Visited Web Pages. The PDA Home Page consistently receives more than 4,000 page views per week, and interior pages receive anywhere from 200-425 page views per week.

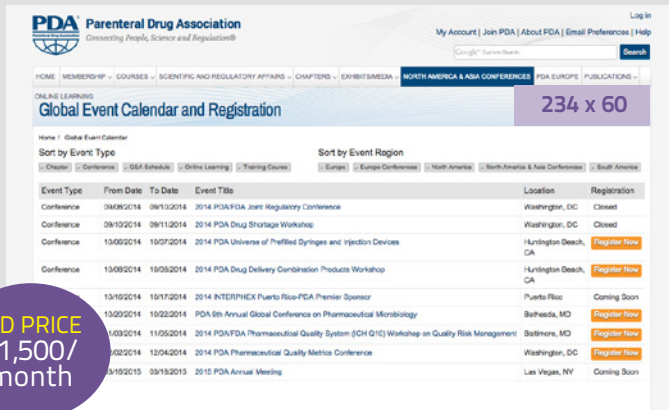
Positioned at the top right side of the page, your ad will get excellent exposure. And, what's more, it will not rotate with other ads, providing you with maximum visibility to key decision makers and industry leaders.

Prices range from \$1,000 to \$2,500 per month, depending on page selected. Discounts are available for multiple month (more than one) bookings. Here are some statistics on visitor activity to PDA's website:



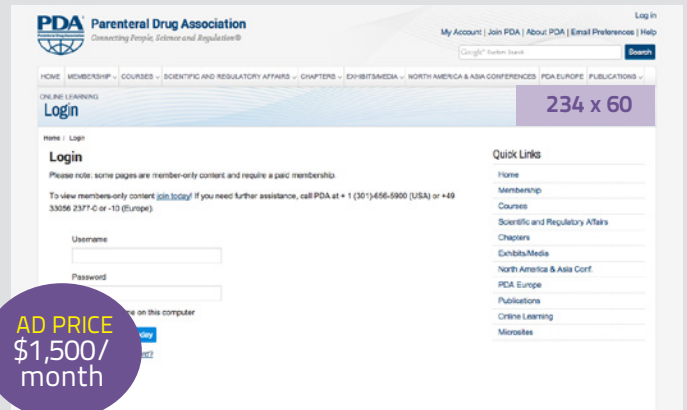
Home Page – www.pda.org

approximately 4,000 page views per week



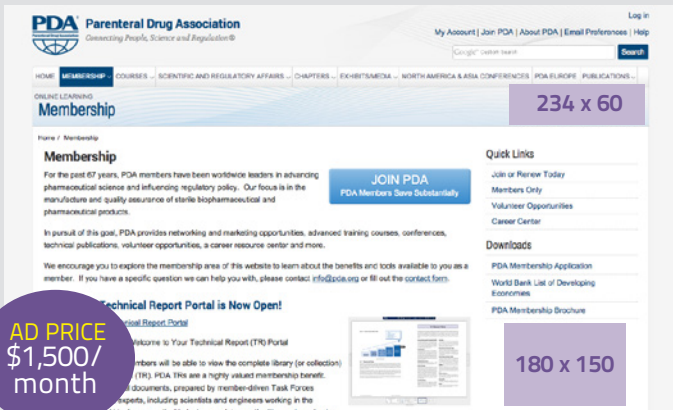
North American Conferences
www.pda.org/NAConferences

approximately 425 page views per week

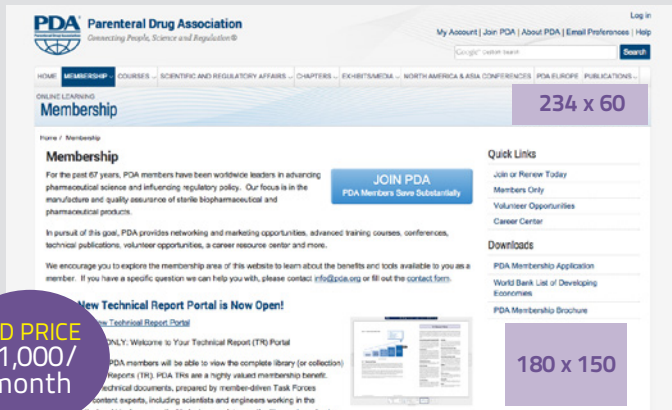


Login – www.pda.org/Login.aspx

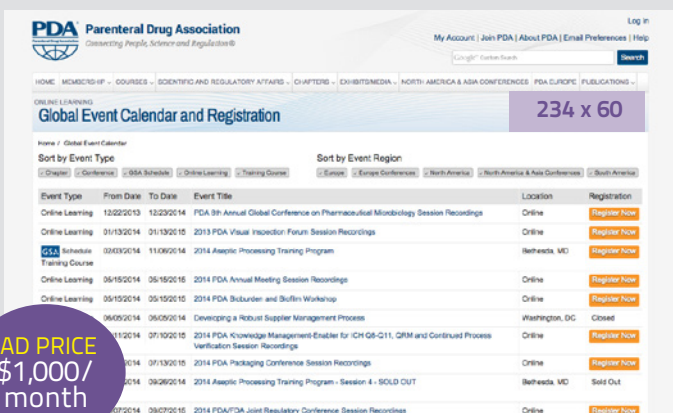
approximately 425 page views per week



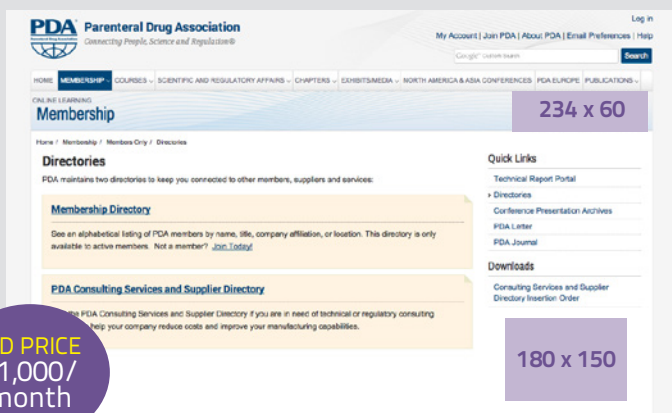
Members Only
www.pda.org/Membership/Members-Only.aspx
 approximately 375 page views per week



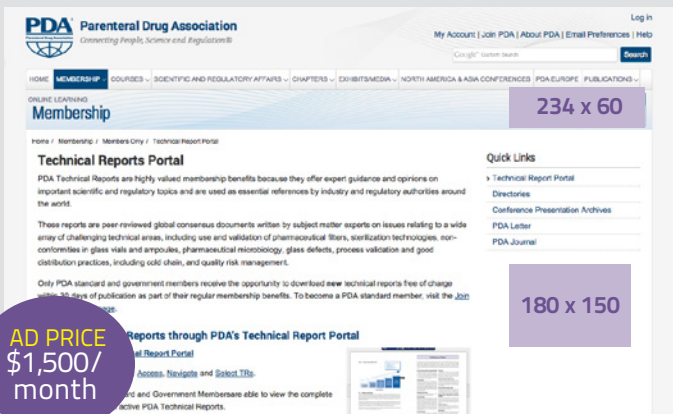
Membership
www.pda.org/Membership.aspx
 approximately 225 page views per week



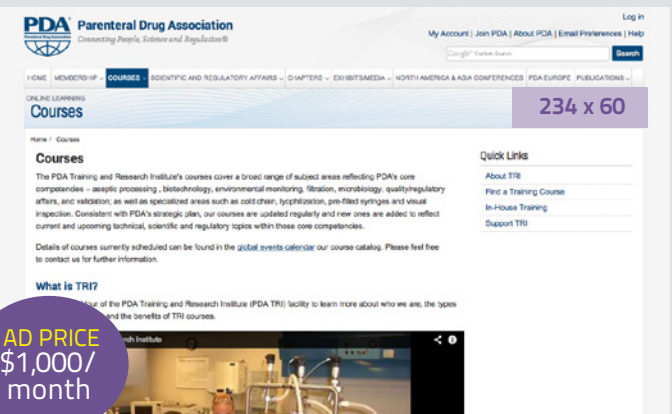
Global Calendar – www.pda.org/calendar.aspx
 approximately 200 page views per week



PDA Directories
www.pda.org/Membership/Members-Only/Directories.aspx
 approximately 200 page views per week



PDA Technical Reports
www.pda.org/Publications_1/PDA-Publications/Technical-Reports.aspx
 approximately 270 page views per week



Education Courses
www.pda.org/TrainingCourses
 approximately 200 page views per week