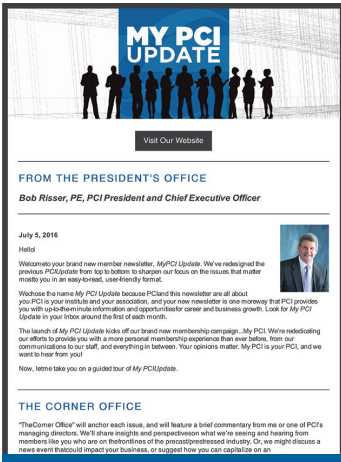


Communications

My PCI Update



My PCI Update is a monthly email newsletter distributed to all PCI members. PCI receives readership feedback on a regular basis.

Distribution

6500+

Open Rate

20%

43% *organizational*; 30% *engineering staff*; 13% *executives*; 9% *architects*; 5% *academic*

Banner Ad Rates

Frequency	Top Banner	Standard Banner
Per Month	\$525	\$425
Per Year	\$5300	\$4100

Banner Ad Specs: Files must be 800 x 70 pixels (width x height), 96 dpi, JPEG (.JPG) format.

Publisher's protective clause: Advertisers and their agencies assume liability for all content (including text, representation, and illustrations) of the banner, and assume responsibility for any claims arising therefrom made against the publisher.

Rate protection: The publisher may revise rates on 90 days' notice. Sponsors may cancel their orders at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation.

Publisher error: The publisher's liability for any error will not exceed the cost of the advertisement question.

NOTE: PCI preflights all sponsorships to find problems such as missing fonts, low-resolution photos, or color problems. PCI is not responsible for improperly prepared files. PCI will attempt to notify agency/sponsor if a problem is found with native files. The publisher is not responsible for improperly submitted files, but will request that they be resubmitted.

Contact sales@pci.org, or call (312) 360-3206 or (312) 583-6784.