2018 Media Pack
Global “Home of Project Controls”
Global Reach of the PCO Website

Based on most recent Google Analytics report
PCO appears on the first page in ALL search engines across Globe when searching for “Project Controls”

Organic Search of PCO Website

Based on most recent Google Analytics report

- **Organic Search**: 2308 sessions
- **Direct**: 225 sessions
- **Referral**: 97 sessions
- **Social**: 87.1%
A PREMIER online location for Project Controls practitioners across the globe and across all industries that utilize or would like to be benefited from project Controls practices.

About PCO

The most unique, and the largest, Project Controls central repository and networking website on the web. PCO was formed and managed by a global network of Senior Project Controls professionals who come from a variety of different industries. While just founded in January, 2010, PCO already has members across seven continents and is currently being regularly viewed in more than 170 countries.
Our Team

PCO Leadership consists of Executive Board plus regional representatives from around the world. Under the Leadership Team, PCO boasts an impressive band of subject experts whose expertise spans the full spectrum of Project Controls. We are independent and not biased towards any technology, process, software or company.

Key Features

- Freelancers Directory
- Job Zone
- News
- E-Learning
- Tools
- Blogs
- Network
- Forum
- Info Pad
- Surveys
Ways to target our clients & top Project Controls Professionals

Sponsorship
Reach the industry leaders through our sponsorship scheme

Web Advertisement
Place your products/services in front of our viewers across the globe

e-Newsletters
Reach the industry leaders each month in the form of PCO e-Newsletter
Sponsorship scheme offers corporates a premium coverage and presence on ProjectControlsOnline.com. This scheme can be customized to organizations' needs.

**Key Benefits**

- Sponsor presence at our home page under "**Corporate Sponsors**" to be viewed by our practitioners in all 5 continents and 120 countries!
- Provides platform to Sponsor for delivering special offers, webinars and promotion to our community, as well as ensure to keep them up to date with product/news updates, new releases and enhancements. Create targeted updates/newsletters to expand Sponsor presence in specific regions/sectors.
- Assistance in expanding Sponsor's access to the global Project Controls community and enable it to engage in more active dialogue with our members worldwide.
- A dedicated Sponsor's Blogs section to publish white papers on software/product/services to increase awareness and as well as highlighting their capabilities.
- Sponsor representative to join PCO Board of Advisors to offer specialist insight on Project Controls tools and/or subjects.
- A dedicated webpage under "Tools" menu to publish Sponsor related videos and/or content aiming towards its promotion. This is applicable to s/w companies only.

**Sponsorship Rate**

- **Sponsorship plan/annum**: USD 7000
Banner AD on home page
Dimensions: 1350 x 536 pixels banner

→ The ad will appear in the “Banner” section on the home page.

→ Unique “web link” from the Banner Ad to the advertisers website allowing both parties to track the diverted web traffic.

→ USD 500/month for each banner image (reserved for sponsors only)

Note: The sequence of Advertiser banner display is offered at “first come first served basis”.

Online Advertising

AD on Featured Service Providers
Dimensions: 196x 236 pixels banner

→ Post your company profile for just $182/annum

→ This option would greatly benefit freelancers in highlighting the services provided by them. Interested freelancers can display their logo with brief description about themselves which can be searched by Global and Country region. The sequence of Advertiser logo display is offered at “first come first served basis”.

[Image of featured service providers directory]
Job zone Advertising

Recruiters/Employers listing under JobZone

Featured Recruiters Company Logo (linked to automatic search/filter for their listings)

- $182/month
- Dimensions: 147 x 72 pixels

Premium listings under “Featured Jobs”

- $20/listing/month

Job Posting

- 1 Job listing: $10/month
- 2-5 Job listing: $7/post/month
- 6-10 Job listing: $5/post/month

To avail the bulk discount on listings, it must be booked in advance and there is no refund on cancellations. Maximum period allowed for each listing is 180 days.
Our monthly newsletter is a great medium for companies to promote their products/services.

- $799/newsletter

The sequence of Advertiser logo display is offered at “first come first served basis”.

**File format:** GIF (preferred) or JPEG; Animation OK

**File Size:** Max 40kb

All colors specified should be in the 216-color safe palette for web browsers. If your image does not have this palette, it may or may not display properly.
Tools Advertising

→ Dedicated space for software providers to feature their products.
→ No limitation on content and design.
→ Unique “web link” from the dedicated page to the advertisers
→ Website allowing both parties to track the diverted web traffic.
→ All above for just $1,210/annum

Tools Review*

High level review
→ $303 for s/w worth less than $1000
→ $605 for s/w worth above $1000

Detail level review
→ $605 for s/w worth less than $1000
→ $908 for s/w worth above $1000

PCO assess the software independently and share the findings with PCO members only after approval from Client.

Feature AD on Tools page
Dimensions: 147 x 72 pixels banner
→ $182/month for static image
→ $303/month for rotating images (3 images to rotate randomly)
Discounts

For all options above, contract length discount is offered as per following:

<table>
<thead>
<tr>
<th>Contract Length Discount 2017-2018</th>
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<tbody>
<tr>
<td>24 month</td>
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<tr>
<td>36 months</td>
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<tr>
<td>48 months</td>
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</tbody>
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Contract Length Cancellation Policy

- Early cancellation reverses contract discount.
- Early cancellation would attract 10% charges on remaining period sponsorship fees
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