



THE PROFESSIONAL DEVELOPMENT INSTITUTE
2730 University Boulevard • Suite 200 • Wheaton MD 20902
301. 949.1771
www.pditraining.net

Advertising with PDI

Advertising and Promotional Opportunities with PDI

The Professional Development Institute, PDI the leading provider of pre-licensing and continuing education for Real Estate Professionals. For the first time, we are making our schedule and website available for promotion and offering advertisers special introductory rates.

Advertising can be placed in our monthly course calendar, our website or both. This is a unique opportunity to reach real estate agents and brokers, mortgage originators, appraisers, lenders and industry figures; who receive our monthly course schedules and visit our site to keep up with their training and issues essential to their businesses.

About PDI

The Professional Development Institute offers a wide variety instructor-led and online courses for real estate professionals in Maryland, DC and Virginia and 43 other States, to meet their pre-licensing, post-licensing, and continuing education needs. PDI also offers non-credit courses on technology, business, accounting, and project management, among others, to further any career. Our instructors are industry experts who care about the success of our students.

Special Introductory Offer

- Place an advertisement for three consecutive months or more in our mailed class schedule or on our website and receive a 15% discount
- Place an advertisement simultaneously in both and receive a total discount of 20%.

Some benefits of advertising with us

- We email monthly to over 500,000 Agents in 47 States and have a loyal customer base.
- We sell over 18,000 instructor-led courses a year, to agents in Maryland, DC and Virginia.
- Over 9,000 new visitors view our website every month.
- We have name recognition and are widely recognized as the leader in our field.

DON'T DELAY. CONTACT US NOW TO TAKE ADVANTAGE OF OUR EXCITING INTRODUCTORY OFFER. To learn more about advertising and promotional opportunities with PDI, please contact Winnie Gathitu at 240-514-2326 or email wgathitu@pditraining.net.



THE PROFESSIONAL DEVELOPMENT INSTITUTE
 2730 University Boulevard • Suite 200 • Wheaton MD 20902
 301. 949.1771
 www.pditraining.net

2009 Quarterly Advertising Rates
(Monthly print course schedule)

Circulation: 29, 000 unique recipients per year

Print Schedule: Monthly Course Calendar

Specifications: Page size 6 ½ x 4 ¾
 Camera ready copy needed.

Submission: Advertising copy can be submitted in one of the following ways:

- CD with all screen & printer fonts and graphics included.
- By email as a JPG or GIF with all screen / printer fonts and graphics embedded (if possible).

All submissions must be accompanied by a hard copy of the finished advertisement.

(Advertisements accepted for a minimum of three months. A special introductory discount of 15% will apply. Rates will increase September 15, 2009).

AD SIZE	ACTUAL SIZE		2009 PRICE (per quarter)		
	(Width x height)	B & W	Color		
		Reg	Introductory Price	Reg	Introductory Price
1/2 Page		\$440	\$380	\$575	\$500
Full Page		\$570	\$495	\$1,030	\$895

SCHEDULES RESERVATION DEADLINE

<u>July/Aug/Sept</u>	June 15
<u>Aug/Sept/Oct</u>	July 13
<u>Sept/Oct/Nov</u>	August 10
<u>Oct/Nov/Dec</u>	September 15
<u>Nov/Dec/Jan</u>	October 13



THE PROFESSIONAL DEVELOPMENT INSTITUTE

2730 University Boulevard • Suite 200 • Wheaton MD 20902

301. 949.1771

www.pditraining.net

Advertising Policy

The Professional Development Institute, PDI accepts advertising to be placed on www.pditraining.net (our website) and in print schedules mailed by USPS on a monthly basis. PDI has the right to refuse any advertisements that we deem in our sole opinion, is inappropriate, or contains objectionable words, phrases or illustrations. We reserve the right to cancel a reservation at any time, in which event a proportional refund will be given. The presence of an ad on either our print schedule or our website, www.pditraining.net, does not imply an endorsement of the advertised company, product or service. All advertisers shall adhere to the guidelines and schedules set forth in our media kit. Advertisers shall not claim or suggest that PDI has endorsed a product or service without the written consent of PDI. Advertisers agree to indemnify and hold PDI harmless of any liability or damage incurred resulting from an advertisement placed in its monthly course calendar or on its website, www.pditraining.net. PDI reserves the right to change this policy at any time in its sole discretion and will notify advertisers of such change at least 30 days before the effective date.



THE PROFESSIONAL DEVELOPMENT INSTITUTE
2730 University Boulevard · Suite 200 · Wheaton MD 20902
301. 949.1771
www.pditraining.net

2009 Print Schedule Advertising Rates and Reservation Form

(Please return this form with payment promptly to secure advertising space).

(Advertisements accepted for a minimum of three months. A special introductory discount of 15% will apply. Rates will increase September 15, 2009).

Please check size of ads(s) you are requesting	Size of ad (width x height)	Rates (per quarter)	
		B&W	Color
<input type="checkbox"/> ½ Page	3 ¼ x 4 ¾	\$380	\$500
<input type="checkbox"/> Full Page	6 ½ x 4 ¾	\$495	\$895

Is your ad in: Black & White Four - Color/CMYK

Class Schedule ad to begin with: July Aug Sept Oct Nov Dec

Name: _____

Company Name: _____

Address: _____

Office phone: _____

Office Fax: _____

Ad Quarters: List months and cost: Months: _____ Total\$ _____

Payment method: MasterCard Visa American Express

Credit Card Number: _____ * V-Code: _____

Expiration Date: _____ (*V – Code is the last 3 digits in the signature panel on the reverse of the credit card).

The undersigned agrees to the Terms and Conditions for advertising in our monthly course calendar.

Authorized Signature: _____

Fax to: 301.949.5441 or mail your completed reservation form with payment to:
The Professional Development Institute
2730 University Blvd. Ste. 200, Wheaton MD 20902