



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.



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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.



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2009 Web Site Advertisements

Please send an electronic file of your company's banner advertisement

FORMAT: Files in high resolution JPG or GIF.

SIZE: **Home Page Ad:** 174 pixels width x 190 pixels high

Featured Ads: 263 pixels width x 150 pixels high. *You can buy multiple spaces*

QUALITY: All ads will be subject to approval, both in regards to content and style.

SAMPLE DIRECTORY



Login/Enroll for Classroom Classes

Featured Advertisers

SAMPLE OF ONLINE ADVERTISEMENTS:

 <p>John Smith Loan Officer, Mortgage Company 1108-B N. Bethlehem Pike, Silver Spring, MD 20904 Website: bestbroker.com Email: BestBroker@yahoo.com</p> <p>Sample- 1 space</p>	 <p>Accounting Services 1252 Wheaton Square, Silver Spring, MD 20901 Phone: 301-222-2222 Website: accounting.com Email: Contact Us</p> <p>Your Accounting Specialists!</p> <p>Sample- 1 space</p>	<p>PLACE YOUR AD HERE!</p>
 <p>We Only Have the Best We provide employment to nearly 780,000 employees annually, with skills including office services, accounting, education, and health care.</p> <p>NHI Staffing, 222 Testing, Silver Spring, MD 20901 Phone: 301-111-2222 Website: NHIStaffing.com Email: Contact Us</p> <p>Sample- 2 spaces</p>	<p>Save 10% When You Mention This Ad</p> <p>Contact Primer Home Inspection at 301-999-9999</p> <p>Sample- 2 spaces</p>	<p>\$100 OFF QUALITY SETTLEMENT SERVICES</p>  <p>Title Company 111 Settlement Street, Washington, DC 200017 Website: titlecompany.com Email: info@titlecompany.com Phone: 301-777-7777 Fax: 301-777-7857</p> <p>Sample- 4 spaces</p>
<p>PLACE YOUR AD HERE!</p>		



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SAMPLE HOMEPAGE ADS

The Professional Development Institute

ABOUT PDI CLASSROOM EDUCATION DISTANCE LEARNING CUSTOMIZED PROGRAMS STUDY MATERIALS SITE MAP

Specials | Weather Policy | Employment | FAQs | Downloadable Forms | Contact Us

Login/Enroll for Classroom Classes



PREMIUM AD SPACE PLACE
 YOUR AD HERE!
 (174 pixels width x 190
 pixels height)

SAMPLE OF ONLINE ADVERTISEMENT ON HOMEPAGE:

What's New At PDI?

<p>Increasing The Odds Of Getting Your Resume In Front Of The Hiring Manager!</p> <p>LEARN NEW BUSINESS-BUILDING SKILLS WITH ONLINE CLASSES. Learn more</p>	<p>Premier Realty</p>  <p>We Never Stop Working For You www.PremierRealty.com</p> <p>Sample Ad</p>	<p>Take Your 15 hr Maryland Real Estate CE Classes Online!</p>
<p>Mortgage Lender Continuing Ed</p> <p>➤ For classroom class</p> <p>➤ For online class</p> <p>For Mortgage Lenders Continuing Ed Requirements</p>	<p>Become a MD Sales Manager & Broker!</p>  <p>Your promotion is right around the corner! Upgrade from a Real Estate Agent license to a Broker's license.</p> <p>➤ ENROLL</p>	<p>Wanted:</p> <ul style="list-style-type: none"> • Office Administrator • Webmaster/Technical Project Specialist <p>Interested? Learn More</p> 



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2009 Reservation Form for Advertising on www.pditraining.net

Advertising Alternatives (3 month minimum)

- Banner prominently displayed on our home page.
- Banner on a featured advertising page

Monthly Rates

- Home page banner premium placement, \$495.00
- Featured Advertiser Ad Unit, \$95.00 per space (no limit on number of spaces)

(Ads placed for three consecutive months receive a 15% discount. Prices will increase on September 15, 2009).

- **Home Page Banner** Yes Start Date _____ No. Months _____
 URL to link to _____
- **Featured Advertiser Ad Unit** Yes Start Date _____ No. Months _____
 URL to link to _____
- **Both** Yes Start Date _____ No. Months _____
 URL to link to _____

Price calculator

- Home page banner \$495 x no. months _____ =\$ _____
 - Featured advertiser page \$ 95 x no. spaces _____ x no. of months _____ =\$ _____
- Subtotal \$ _____**
- 15% Introductory Price Discount \$ _____**
- Total Price \$ _____**

The undersigned company representative agrees to place a banner advertisement on PDI’s web site, and their signature agrees to the following:

1. Send full payment with the enclosed contract to the attention of Betty Balaba at the address above.
2. Supply the file containing the advertisement to PDI electronically to bbalaba@pditraining.net

(Please print or type)

Company Name: _____
 Contact Person: _____
 Authorizing Signature: _____ Date: _____
 Street Address: _____
 City, State, Zip: _____
 Telephone: _____
 Authorized by: Signature: _____ Title: _____

Payment method:

Visa MasterCard American Express Card# _____
 Card Exp. Date: _____ V-Code _____ (last 3 digits in the signature panel on the reverse of the credit card).

Signature: _____

The full cost of the Advertising MUST be sent with the advertising contract.