

PPDM Association Online Marketing Opportunities

Data is an Asset.

Helping your clients to manage that asset is important.

We want to help you **connect with your current and prospective clients** in our community.

The Professional Petroleum Data Management (PPDM) Association offers a variety of opportunities to **create awareness** of your brand, **share your information** and **meaningfully connect** with those current and future clients. There are three main online options that your organization can benefit from:

- our Data Examiner e-newsletter,
- www.ppdm.org - our website, and,
- our new Marketplace.

Learn about these options on the coming pages.



PPDM™



WHY ADVERTISE?



**8,000
SUBSCRIBERS**

TO THE DATA EXAMINER

120 COUNTRIES

THE EXAMINER IS GLOBAL



215,689 VIEWS

TO OUR WEBSITE IN 2020

18,000 PAGEVIEWS

PER MONTH



MULTIPLE OPTIONS

INCLUDING THE EXAMINER, WEB
ADVERTISING AND OUR NEW
MARKETPLACE

MATCH YOUR GOALS

WITH A VARIETY OF OPTIONS TO
MATCH YOUR MARKETING
OBJECTIVES



**DISCOUNTS FOR
CORPORATE MEMBERS**

LEVERAGE YOUR PPDM ASSOCIATION
MEMBERSHIP

FOR MORE INFORMATION
COMMUNICATIONS@PPDM.ORG



PPDM™

Ways To Share Your Brand Online

DATA EXAMINER

Our monthly newsletter going out to 8,000+ subscribers featuring Guest Articles, PPDM updates, and more.

Options include:

- Advertisements in the emailed Examiner
- Advertisements on the Examiner Web Page
- Sponsored stories or content
- Advertorials

*Prices starting at
\$200 USD*

WEB ADVERTISING

The hub of the PPDM Association. Home to our standards, events, professional development, and more. Options include:

- Carousel advertisements
- Sponsored stories
- Side Banner Ads
- Newsfeed updates
- Sponsored content or documents

*Prices starting at
\$100 USD*

MARKETPLACE

Our newest opportunity. Purchase a spot for your organization to highlight your products and services. Includes:

- Create a profile to showcase your organization
- Highlight your products and services
- Attract new customers
- Link to your website

*Prices starting at
\$200 USD*

The screenshot shows the top of the Data Examiner newsletter. It features the PPDM logo and the title "DATA EXAMINER" in a blue, digital-themed font. Below the title, it says "Special Article" and "February 2021". The main article is titled "Top 5 Reasons Why Geotechs are Great at Data Management" and includes a small photo of a woman, Eileen Mathew, who is the "Volunteer of the Month".

The screenshot shows the PPDM Association website homepage. The header includes the PPDM logo and navigation links for Home, About Us, Collaboration, Events, Info, Membership, Professional Development, and Resources. The main banner features the headline "Best-in-class datasets to help you make better business decisions." with a "Learn more" button and a "geoLOGIC SYSTEMS" logo. Below the banner, there is a "Community & News" section with a sub-headline "The PPDM Association Welcomes Megan" and a "UPCOMING EVENTS" section with a "View All" button.



Marketplace

The PPDM Association Marketplace has been created as a way to connect our vendors to potential customers in a neutral environment. With a variety of affordable ads you can choose from, you want make sure you are in the Marketplace.



FIND NEW CUSTOMERS

Help people find out about your organization, and the services and products it has in a neutral location.



SEARCH

Customers may not know what you are capable of, our search will help them find the right products for their needs.



PRIORITY PLACEMENT

Want more exposure when launching new products or services? Opt for Priority Placement.



AFFORDABLE

The PPDM Association wants to help you connect with potential customers.

MARKETPLACE IMAGES



PPDM™

Pricing Info

Prices in USD

DATA EXAMINER

- Email Ad - \$250
- Website Ad - \$200
- Combo Ad - \$300
- Sponsored Story - \$300

WEBSITE

- Carousel - \$450
- Sponsored Story - \$300
- Side Banner Ad - \$250
- Newsfeed Update - \$100

MARKETPLACE

- Carousel - \$350
- Featured - \$250
- Regular Listing - \$200
- Additional items -
Contact for details

We know each organization and their goals are different, and we want to help you achieve your goals. This kit has been created to give you information about our online opportunities, but custom opportunities are also available.

We are happy to connect with you by phone, voice chat, or email at any time on any of these opportunities.

Contact us at communications@ppdm.org to get the conversation started.



PPDM™