Reach over 315,000 Project Professionals in one location.

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Advertising with ProjectConnections

Why ProjectConnections

Completing successful projects is getting tougher and tougher. Projects face pressure from shrinking resources, reduced budgets and shorter timelines. To overcome these obstacles, project professionals seek immediate answers to their most pressing project issues.

ProjectConnections is a leading resource for these project professionals. We have a wealth of information from experienced hands who have “been there and done that.” ProjectConnections offers timely and practical templates, tips, techniques, problem-solving guides, know-how and more.

Your company can tap into our active and engaged project management community. These professionals are seeking help to make their projects run better. From extra training to software tools to consulting help, your products and services can be exactly what they need.

ProjectConnections is the trusted resource for thousands of project professionals around the globe. We have grown steadily since our inception in 1999 and we continue to add thousands more members and visitors each month.

With ProjectConnections, your message will reach the people who need you the most. We have a variety of opportunities to match any budget. Advertising with ProjectConnections is targeted, timely and cost effective. Let us help you make the most of your marketing dollars.
The ProjectConnections Audience

If there's project work to get done, then they probably use ProjectConnections. From Project Executives to Project Managers, from the US to the UK and around the World, ProjectConnections members are involved in all aspects of projects. You’re sure to find your perfect target market in our audience. Our membership has more than doubled in the past 6 years.

ProjectConnections Demographics

**Titles**
- Project Manager: 30%
- Director: 16%
- Consultant: 14%
- Team Member: 13%
- Team Lead: 10%
- Executive: 7%
- Senior Project Manager: 7%
- Head of PM office or Process Group: 4%

**Country**
- United States: 50%
- India: 15%
- United Kingdom: 11%
- Canada: 8%
- Australia: 8%
- South Africa: 8%

**Industry**
- Computers, Internet & Technology: 30%
- Engineering: 12%
- Consulting: 10%
- Education & Training: 9%
- Finance, Investing & Real Estate: 8%
- Construction, Mining & Manufacturing: 8%
- Healthcare & Medical: 8%
- Government: 8%
- Telecommunications: 7%

**Project Focus**
- IT Projects: 35%
- Process improvements: 18%
- Manufacturing: 8%
- Financial services development: 5%
- Desktop software application development: 5%
- Web/e-commerce development: 4%
- Embedded systems development: 2%
- Internet services: 2%
- Pharmaceutical: 2%
- Wireless products & services: 2%
- Networking products: 2%
- Integrated circuit development: 2%
Email Ad Options

Dedicated Email

Speak directly to your ideal audience with your tailored message. We limit the number of email advertising messages to one per week, per person, so that our readers remain alert and engaged by messages received from ProjectConnections. Often, our email recipients take immediate action on your offer.

- Make one or more selections from our database to target your ideal audience
- Our audience responds well to specific offers

Dedicated Email Specifications

- Use valid html code
- Include an opt-out method that goes directly to you per Can-Spam guidelines
- Do not embed rich media in your email
- Provide us with a text version of the email for our subscribers who only receive text messages
- Provide us with a copy of your suppression list
Email Ad Options
Newsletter

The ProjectConnections bi-weekly newsletter is a “must-read” for our subscribers. These subscribers are constantly looking for ways to improve their projects. The ProjectConnections newsletter is full of useful information that project professionals put immediately into practice. We tap subject experts and our vast resources for the tools, tactics and ideas that can make life easier for our readers.

The newsletter reaches the full breadth of our membership from Executives to Project Managers in companies large and small, from the U.S. and growing project management communities abroad.

1 Newsletter Sponsor
   Newsletter Sponsored by...Your Name at the top of the newsletter
   100 words of text and 150 pixel-wide logo

2 Tower
   120 x 600px -- Max 40kb
   gif or jpeg format along with link URL

3 Mid-Span
   75 words of text and 100 pixel-wide logo
   (468 x 60px banner can be substituted for text)

4 Lower-Span
   75 words of text and 100 pixel-wide logo
   (468 x 60px banner can be substituted for text)

Custom Image Ad Sizes
- Button 150 x 150px -- Max 20kb; gif or jpeg

Multiple Ad locations and prices to fit any marketing budget.
Project professionals use ProjectConnections.com on a daily basis to find solutions to their most pressing problems. Allow them to find your messages too. Ads available site-wide, or on the high traffic pages of our site.

**Image Ad Sizes**
1. Banner 468 x 60px
2. Large Rectangle 336 x 280px
3. Tower 160 x 600px

**Image Ad Options**
- Home Page, Run of Site, Targeted Sections, Targeted Pages
- Formats Accepted: GIF, JPEG, SWF (Flash)
- Ads placed on a per month basis, not limited to CPM.
ProjectConnections
Contact

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