



PAMA Mobile

Sponsorship &
Advertising
Opportunities



PAMA – Focused on Education

SPONSORSHIP & ADVERTISING OPPORTUNITIES FOR PAMA MOBILE APP

Definitions

Banner Advertising

Advertisement images with destination link. Files must be **1032 x 360 pixels**

Sponsored Content

Offered content includes articles, videos, photos and documents placed within the news feed.
Includes Push Notification Ad.

Enhanced Engagement

Sponsored polls. Includes Push Notification Ad
Sponsored Resource Folder
Sponsored Forum Category

Landing Page Ad

Placement on the opening screen of the app. Sponsor is viewed each time the app is opened.



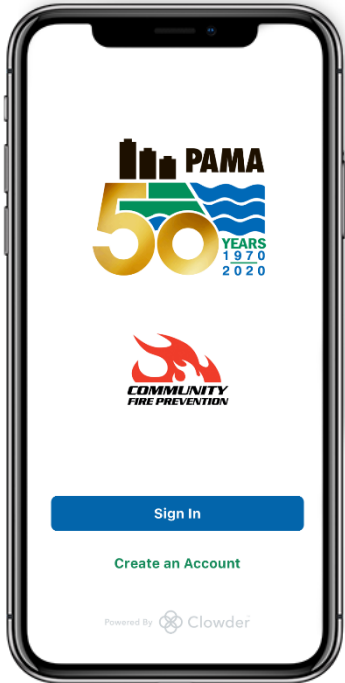
SPONSORSHIP & ADVERTISING OPPORTUNITIES FOR PAMA MOBILE APP

	Tier 1	Tier 2	Tier 3	Tier 4
Banner Advertising	✓	✓	✓	✓
Sponsored Content	✓	✓	✓	
Enhanced Engagement	✓	✓		
Landing Page Ad	✓			
Cost per Quarter	\$1,250	\$875	\$625	\$500
Spots Available	1	4	6	8

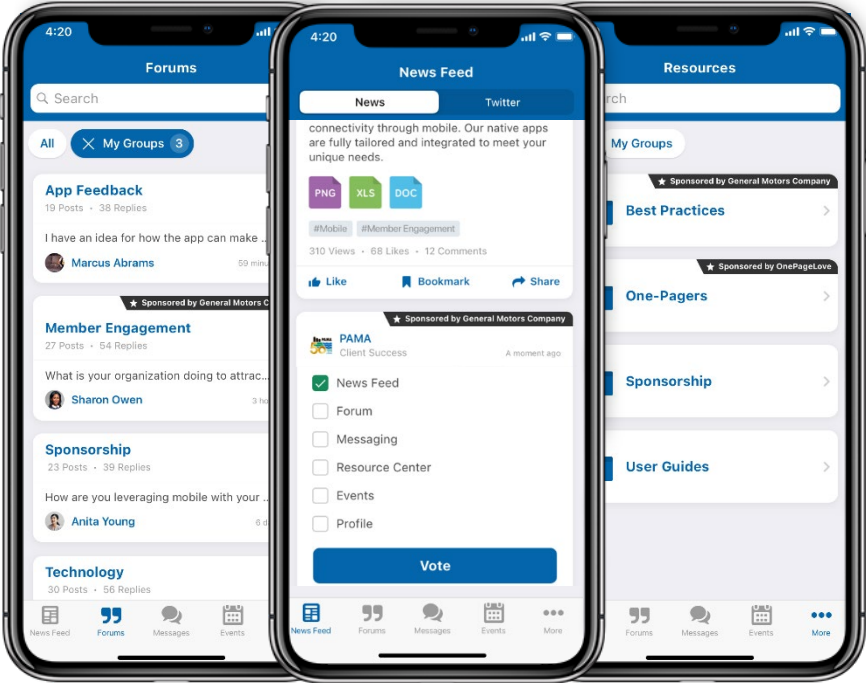


PAMA – Focused on Education

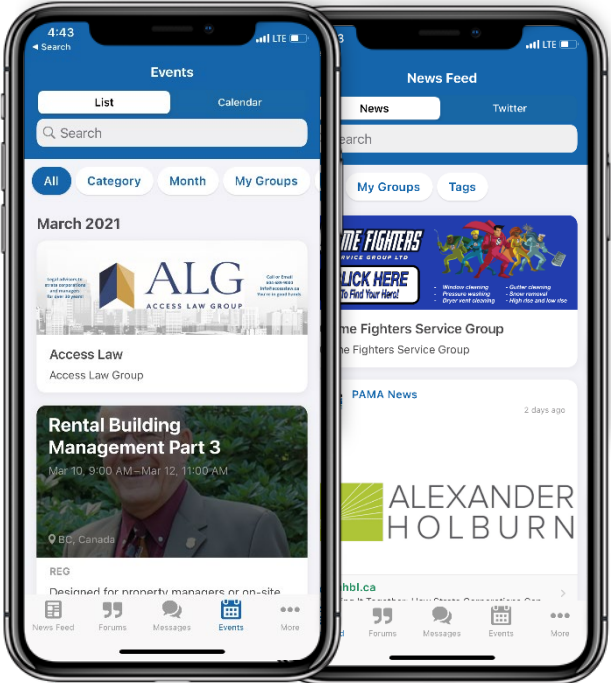
Sponsorship – Tier 1



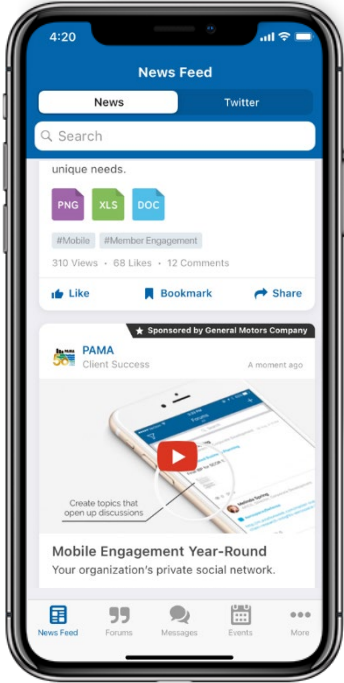
Landing Screen



Enhanced Engagement



Banner Ads

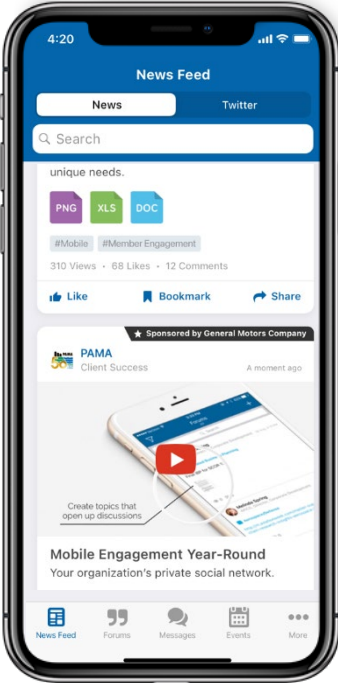


Sponsored Content

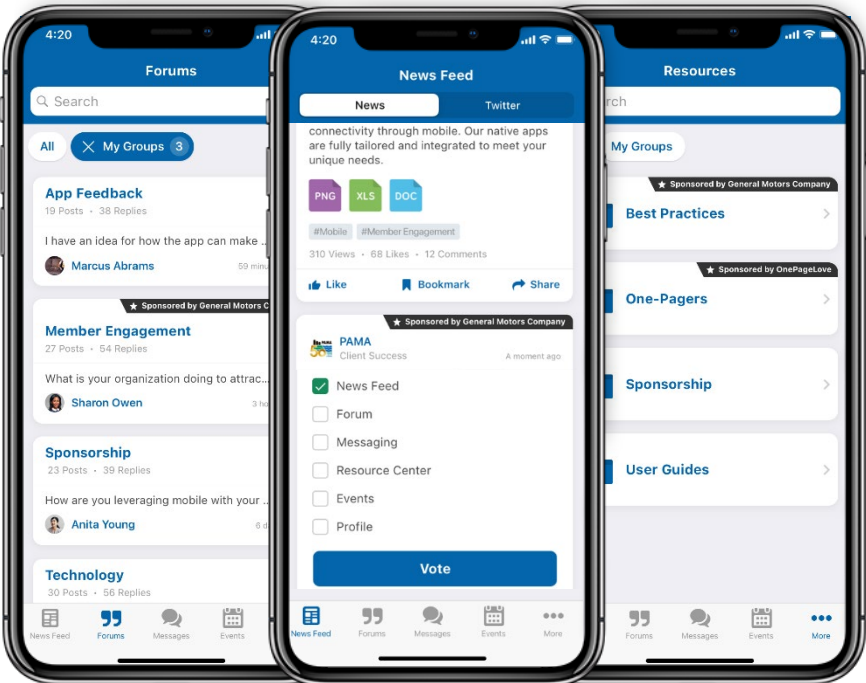


PAMA – Focused on Education

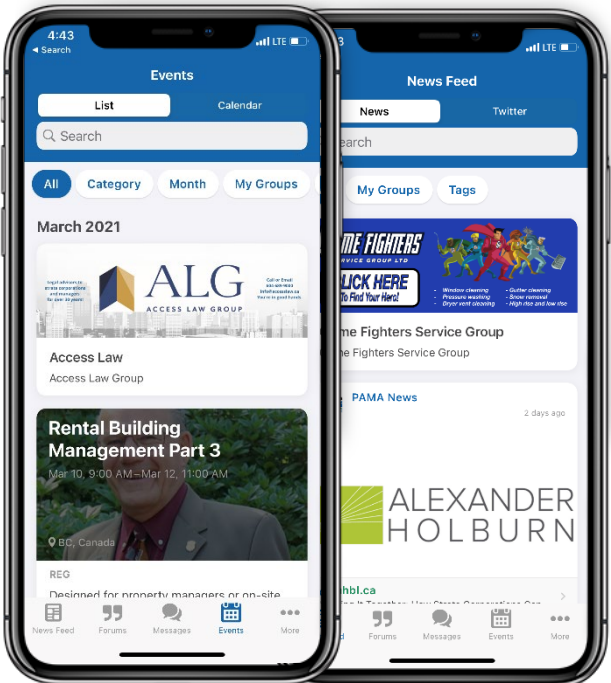
Sponsorship – Tier 2



Sponsored Content



Enhanced Engagement

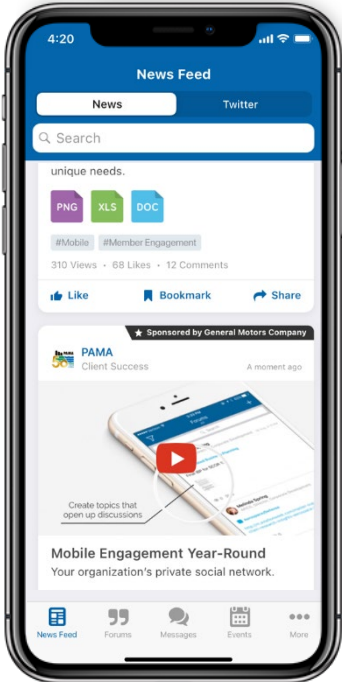


Banner Ads

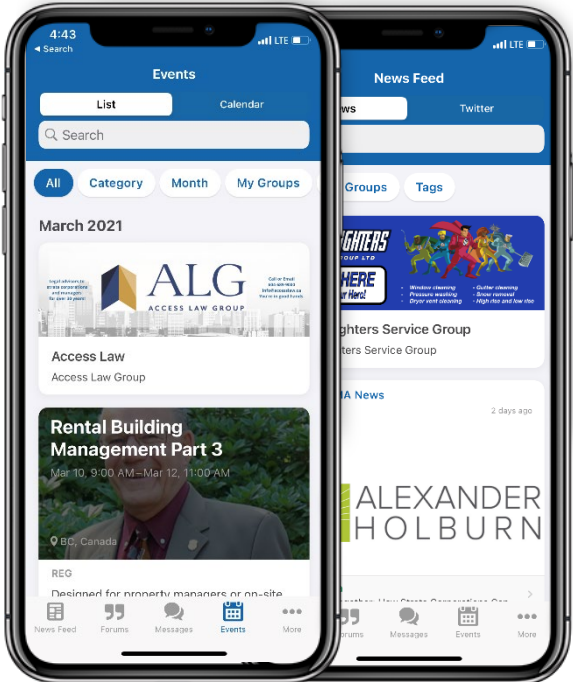


PAMA – Focused on Education

Sponsorship – Tier 3



Sponsored Content

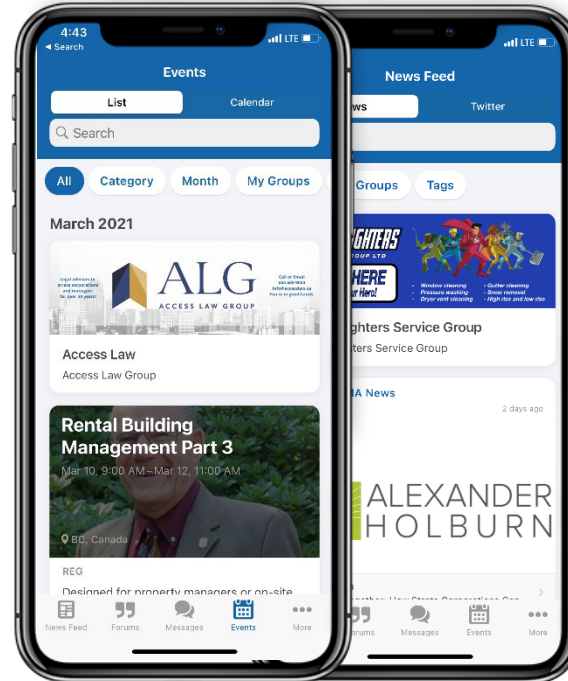


Banner Ads



PAMA – Focused on Education

Sponsorship – Tier 4



Banner Ads

SPONSORSHIP & ADVERTISING OPPORTUNITIES FOR PAMA MOBILE APP

	Tier 1	Tier 2	Tier 3	Tier 4
Banner Advertising	✓	✓	✓	✓
Sponsored Content	✓	✓	✓	
Enhanced Engagement	✓	✓		
Landing Page Ad	✓			
Cost per Quarter	\$1,250	\$875	\$625	\$500
Spots Available	1	4	6	8



PAMA – Focused on Education