



global alliance



Advertising Guidelines

Banners Size Manual

Global Alliance for Public Relations and Communication Management

Reach more than 30'000 senior communication practitioners

With the Global Alliance your message reaches more than 30'000 senior communication practitioners. The GA is increasingly engaged in frequent communication with its members and, through open-source information, it shares this intelligence with the global profession as well.

The Global Alliance offers different platforms to effectively convey your message:

Global Alliance website - www.globalalliancepr.org

The website is continually refined and expanded to increase its traffic and extend its reporting globally. It counts 36'000 visits/year and 26'000 unique visitors/year.

Monthly newsletter

The monthly GA newsletter has a distribution to over 30'000 senior communication practitioners (directly) and over 200 Public Relations associations worldwide. You can view the most recent GA newsletters in the [GA Newsletter Archive](http://www.globalalliancepr.org/website/page/e-newsletter-archive): <http://www.globalalliancepr.org/website/page/e-newsletter-archive>

Banner Advertising Prices

Our advertising opportunities make it easy to bring your message to our large, targeted audience. In the following pages the different type of ads available are displayed.

Advertising spaces are billed on a monthly basis. A discount is applied for combined advertising (website and newsletter). For advertising packages of more than two months we build tailor-made offers.

For additional information, please contact the Global Alliance Center at info@globalalliancepr.org or phone +41 58 666 47 72.

Global Alliance for Public Relations | www.globalalliancepr.org

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GLOBAL ALLIANCE
for public relations and communication management

ABOUT GA NEWS EVENTS GA AWARDS 2013 EDUCATION RESEARCH MEMBERSHIP RESOURCES

World Public Relations Forum

Madrid 2014

One year to go to the World Public Relations Forum in September 2014 in Madrid

Half Banner 237x120 px
900 CHF / month

Half Banner 237x120 px
900 CHF / month

LATEST NEWS

October 17, 2013
PR Newswire and Global Alliance Sign Partnership Agreement
Lugano, Switzerland and London, United Kingdom, October 17 2013 - Two pioneering global PR organizations have joined forces in a partnership deal designed to bring mutual benefit and help keep PR practitioners at the forefront of their industry. The deal brings together PR Newswire, the leading global provider of PR and corporate communication tools with its European head office in London, and the Global Alliance for Public...

UPCOMING EVENTS

OCT 25	DPRG International G... 25 October 2013	Half Banner 237x120 px 900 CHF / month	Half Banner 237x120 px 900 CHF / month
OCT 26	PRSA International C... 26 - 29 October 2013	Half Banner 237x120 px 900 CHF / month	Half Banner 237x120 px 900 CHF / month
OCT 30	IPR Grunig Lecture S... 30 October 2013	Half Banner 237x120 px 900 CHF / month	Half Banner 237x120 px 900 CHF / month
NOV 05	Communication Confer... 05 November 2013	Half Banner 237x120 px 900 CHF / month	Half Banner 237x120 px 900 CHF / month

PARTNERS

Grayling | REPUTATION INSTITUTE | Università della Svizzera italiana | PRNewswire | PRWeek | HAGAKURE

Global Alliance for Public Relations and Communication Management

About GA Vision, Mission & Values Governance Ethics Members Partners GA History	News	Events World PR Forum Annual General Meeting 2013 Assoc. Leaders' Workshop Speaker's Bureau	GA Awards 2013 Categories Entry Guidelines Entry Fees Judging Criteria Entry Process Terms and Conditions Entry submission Contact us	Education RI learning programs GA Scholarships	Research Global Knowledge Research Projects Sources of Research Link with Academia	Membership Become a Member	Resources PR Associations List Download
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ABOUT GA NEWS EVENTS GA AWARDS 2013 EDUCATION RESEARCH MEMBERSHIP RESOURCES

World Public Relations Forum
One year to go to the World Public Relations Forum in September 2014 in Madrid

Rectangle Banner 237x252 px
1'100 CHF / month

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UPCOMING EVENTS

OCT 25	DPRG International G... 25 October 2013	Rectangle Banner 237x252 px 1'100 CHF / month	Rectangle Banner 237x252 px 1'100 CHF / month
OCT 26	PRSA International C... 26 - 29 October 2013		
OCT 30	IPR Grunig Lecture S... 30 October 2013		
NOV 05	Communication Confer... 05 November 2013		

Half Leaderboard 484x120 px
1'100 CHF / month

Half Leaderboard 484x120 px
1'100 CHF / month

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GLOBAL ALLIANCE • NEWSLETTER NOVEMBER 2013

GA NEWS



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GA MEMBER NEWS



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CONFERENCES & EVENTS



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Rectangle Banner
359x209 px
1'100 CHF / month

Half Banner
359x150 px
900 CHF / month

Half Banner
359x150 px
900 CHF / month

GLOBAL ALLIANCE PARTNERS

PARTNERS



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Global Alliance

The Global Alliance for Public Relations and Communication Management (www.globalalliancepr.org), is the confederation of the world's major public relations and communication management associations and institutions, representing 180,000 practitioners and educators around the world. The Global Alliance's mission is to unify the public relations profession, raise professional standards all over the world, share knowledge for the benefit of its members and be the global voice for public relations in the public interest.

Sponsorship Inquiries

Visit our media kit to find out about opportunities to sponsor the Global Alliance reports, newsletters, and our site.
<http://www.globalalliancepr.org/content/1385/sponsors-and-partners>