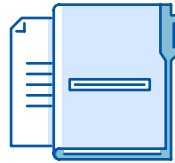


Database

Each newsletter will be distributed to our active-industry database of 26,000+ industry professionals



Semi-Exclusivity

Each newsletter will have five semi-exclusive advertising opportunities



Impressions

Shared across email, web, and social media for maximum impact



Introducing the PSP/Deck Expo 360 Newsletter

This industry newsletter is the all-inclusive source for the pool, spa, patio, decking, and outdoor living sectors.

Every month, the PSP/Deck Expo team not only creates new, original content, but also compiles the latest trends from trusted industry sources.



Contact Your Account Executive Today

Melissa Sklenar
Accounts A-K

Melissa.Sklenar@Informa.com
818-416-2617

Amy Scott
Accounts L-Z

Amy.Scott@Informa.com
212-600-3499

Steve Schlange
Sales Manager

Steve.Schlange@Informa.com
818-371-7411

Tami Svarfvar
Business Development Manager

Tami.Svarfvar@Informa.com
802-476-8584

REACH AN ACTIVE AUDIENCE OF POOL, SPA, PATIO, AND DECKING PROS



Leaderboard: \$1,200

728 x 90 px

Position 1: \$1,100

300 x 250 px

Positions 2 and 3: \$950

300 x 250 px

Footer: \$950

728 x 90 px



Send Date	Art Due
January 20	January 8
February 17	February 5
March 17	March 5
April 21	April 9
May 19	May 7
June 16	June 4
July 21	July 9
August 18	August 6
September 15	September 3
October 20	October 8
November 17	November 5
December 15	December 3

Example Version!



An audience of:

- Pool Builders
- Service Techs
- Pool & Spa Retailers
- Deck and Dock Builders
- Landscape Architects
- Outdoor Living Pros

Specs

Image File Size:
200 kb max

Image File Format:
jpeg, png, or gif

Linking URL required
upon creative
submission.

Third Party tags, 1x1
tracking pixels, animated,
flash or video files will not
be accepted. Click-tracking
links are accepted.

Please submit links and
materials to Rachel Sinistro
at Rachel.Sinistro@Informa.
com with a subject line of
"PSP/Deck newsletter ad -
[Month]"

Only ONE creative per
newsletter is allowed.
New creative can be
submitted at anytime for
future newsletters, as
long as it is submitted
before the art due date
listed in the chart above.

INTERNATIONAL
POOL | SPA | PATIO
EXPO

SPONSORED BY



CO-LOCATED WITH

deck EXPO

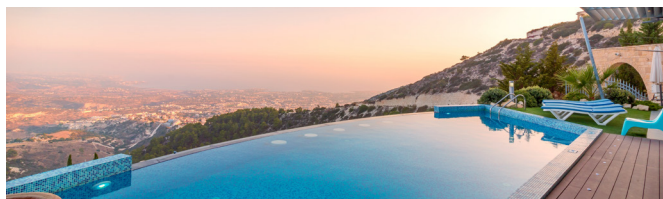
SPONSORED BY



360
News

December 3, 2020

Leaderboard: 728 x 90 px



Latest Trends for the Pool, Spa, Patio, and Deck Industries

The industry continues to make strides, with a year-over-year increase of...

[READ MORE](#)



Your Digital Marketing Playbook - E-Newsletters, Search, and Social

Keep your company top-of-mind for customers by going where they already are: on their devices.

[READ MORE](#)

**Position 1:
300 x 250 px**



Which Sector is Expected to Have the Highest Growth

As the industry marches through 2021, one sector is standing a little taller...

[READ MORE](#)

**Position 2:
300 x 250 px**

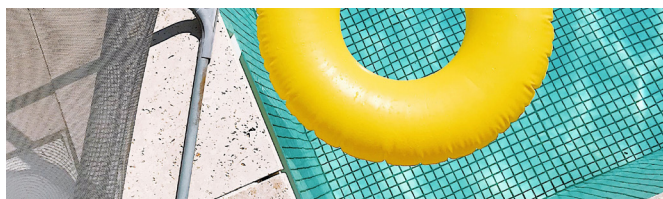


The Secret to Word of Mouth Referrals from Homeowners

One tactic that can be overlooked is...

[READ MORE](#)

**Position 3:
300 x 250 px**



The Products to Create Your Client's Dream Backyard

The top five must-haves for every corner of the yard...

[READ MORE](#)

Footer: 728 x 90 px