

MetalForming

metalformingmagazine.com

The Official Publication of
PMA PRECISION
METALFORMING
ASSOCIATION
and **METALFORM**
Tradeshows

Electronic Opportunities 2010

Enterprise Zones | Banner Ads | Pennant Ads | Junior Pennant Ads | Button Ads | Digital Issue Advertising
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Take Advantage of Our Online and Electronic Audience

Thousands of website users every month know where to turn for metalforming news and information: *MetalForming Xtra*, at www.metalformingmagazine.com.

The *MetalForming Xtra* website offers daily news and information on the metalforming and fabricating industry, the only place you can turn to for daily industry news. It also hosts Online Exclusive editorial content, and technology-specific Enterprise Zones that offer unique targeted online-advertising opportunities.

Your company can advertise online within the new digital magazine or the Enterprise Zone pages closely related to your specialties. Enterprise Zones comprise catalogued articles, and hotlinks to the PMA Buyers' Guide of equipment suppliers and online Technology Forum. Place your banner and button ads in any or all of these Enterprise Zones:

- Materials and Coatings
- Tool & Die/Lubrication
- Presses—Mechanical/Hydraulic/Servo
- Rollforming
- Pressroom Automation

- Coil Handling/Processing
- Sensing Technology/Electronics
- Testing and Inspection/Quality Control
- Safety
- Fabrication—Sheet, Tube and Pipe
- Welding
- Manufacturing Software
- Other Processes (Spinning, Fineblanking, etc.)

Check out these website-audience statistics for *MetalForming Xtra*:

- More than 55,000 views per month
- More than 20,000 visitors per month

To reach our vast and rapidly growing electronics audience, *MetalForming* offers plenty of sponsorship/advertising opportunities:

Banner Ads

Our banner ads are used through the entire website. They are the horizontal ads that run at the top of each web page. During each cycle only six banner ads will be shown. These ads sell very quickly and were sold out for 2005, 2006, 2007 and 2008. See the [Website Advertising Contract](#) for information on placing your banner.



Pennant Ads*

Pennant ads appear next to Hot Off the Press, the only daily source of news about the metalforming industry on the web. Content is updated daily, ensuring that visitors check back regularly. Now that's targeted marketing. See the [Website Advertising Contract](#) for more information and place your pennant soon.



Junior Pennant Ads

Junior pennant ads are half the size of a standard pennant. These ads are placed in the top position along the right side of each page in the technology-specific Enterprise Zones. Junior pennants afford targeted marketing with higher visibility.



Button Ads

MetalForming Xtra button ads are displayed along the right side of each page in the technology-specific Enterprise Zones. You can target a specific zone listed above. See the [Website Advertising Contract](#) for information on placing your button.

Rates

	Magazine Advertisers		Non-Magazine Advertisers	
Banner				
6 months	\$3190		\$4180	
12 months	\$4840		\$6050	
Button				
3 months	\$1100		\$1500	
6 months	\$1700		\$2100	
12 months	\$2000		\$2400	
Pennants				
	Standard*	Junior	Standard*	Junior
3 months	\$1950	\$1650	\$2500	\$2050
6 months	\$2450	\$2150	\$3000	\$2650
12 months	\$2950	\$2650	\$4000	\$3350

Sizes:

Banner Ads: 468 x 60 pixels (horizontal ads running at top of page, during each cycle, a maximum of six banner ads will be shown)

Button Ads: 120 x 90 pixels (rectangular ads running in margins of technology-specific enterprise zones)

Pennant Ads: ***Standard:** 150 x 400 pixels (top-position ads running in margins of Hot Off the Press only)

Junior: 150 x 200 pixels (top-position rectangular ads running in margins of technology-specific enterprise zones)

Image formats: JPG, GIF or animated GIF (maximum-six panels)

Image file size: Keep file size under 60KB

Pressroom Technology Show on the Web

The very successful Pressroom Technology Show on the Web, launched to rave reviews by *MetalForming* magazine late in 2006, is the online new-product showcase, presented in partnership with METALFORM tradeshow. It boasts six pavilions—Presses; Automation; Coil Handling and Processing; Lubrication; Pressroom Safety, Tool & Die, Materials & Coatings, Welding/Assembly and Fabrication. Set to debut in 2010 are the Rollforming and Sensing Technology pavilions.



MetalForming magazine's Pressroom Technology Show on the Web is the only online location where you can check out all the latest and greatest new products and technology from companies serving the metalforming industry.

	Advertisers	Others
Banner Rates (horizontal ads running at top of page) Your banner will be displayed for an entire year. (During each cycle, a maximum of six banner ads will be shown per pavilion)		
12 months	\$1300/banner	\$2070/banner
Junior Pennant (top-position rectangular ads running in margins of technology-specific categories)		
12 months	\$1000/pennant	\$1600/pennant
Button Rates (rectangular ads running in margins of technology-specific categories)		
12 months	\$800/button	\$1240/button
Banner and Button		
12 months	\$1500/set	\$3100/set

40th Anniversary Celebration Site

The editors take a look at 40 years of metalforming-technology and have selected *MetalForming's* Greatest Hits— noteworthy historical articles from each decade, some dating back to 1967—showcased online as they originally appeared in the pages of *MetalForming* magazine. This online bonanza also includes blogs, polls, magazine ads and front covers that are decades old; “Did You Know” trivia; and much more.

We have introduced high-exposure electronic advertising opportunities with the hyperlinked MVP (*MetalForming's* Valued Position) ads (240 x

180 pixels)—with descriptive text below—that will appear embedded throughout the content of every page in every article in every decade. That's more than 180 positions throughout the 70+ articles chosen for the anniversary site.

Advertisers placing three or more ads in issues throughout 2010, can purchase a 12-month hyperlinked online MVP ad for only \$900. Nonprint advertisers: \$1200.

E-Newsletters

• *MetalForming* publishes an e-mail newsletter for the metalforming industry, to help management and engineering personnel stay up to speed in this rapidly evolving industry. Following in the great tradition of *MetalForming* magazine's “best read” status, *MetalForming Xtra* Newsletter is received twice-monthly by more than 12,000 highly qualified executives and decision makers who have requested this e-newsletter to receive their news and information. Make an immediate impression with instant links to thousands of metalformers by sponsoring* the newsletter. See the [E-Newsletter Contract](#) for information on placing your ad.

*All sponsorships were sold out in 2006, 2007, 2008 and 2009.

Rates	Top Position	Other Positions
1 month (2 newsletters)	\$1300	\$1000
1 month with graphic (2 newsletters)	\$1500	\$1200
6 months (12 newsletters)	\$4600	\$4100
6 months with graphic (12 newsletters)	\$5800	\$5300

(15% of gross billing allowed to recognized agencies only)
Published twice monthly—Call for deadlines

• *Tool & Die Authority In Brief* was launched in 2009 as a complementary, monthly e-mail newsletter to *Tool & Die Authority*. *In Brief* summarizes the articles from our set of five expert columnists and is delivered to 12,000 monthly subscribers.

• *MetalForming's* Spanish-language e-newsletter, delivered monthly to more than 5000 metalforming professionals in Mexico, provides the latest news and important information on industry events, and serves as an excellent platform for advertising. For more on advertising, contact Kathy DeLollis at 216/901-8800 ext. 128 or kdelollis@pma.org.



Digital Issue Advertising

MetalForming, the industry's most-respected magazine and the Precision Metalforming Association's (PMA) official publication also is available now online. Visit www.metalformingmagazine.com to view an entire printed issue in a new digital format. All website addresses are hot-linked for easy access to further information. *MetalForming's* Spanish-language editions also are available digitally at <http://mexico.pma.org/magazine>.

Make sure to notice the additional electronic advertising opportunities available with every upcoming issue on the top, side and opposite the front cover. Contact your sales representative for information on sizes and rates. Have a banner, skyscraper or mini ad professionally designed, at no additional charge, by *MetalForming's* art director.



Sizes:

Banner Ad: 540 x 80 pixels (one ad per issue, horizontal ads running at top)

Skyscraper Ad: 120 x 600 pixels (one ad per issue, rectangular ad running in margin)

Image formats: JPG, GIF or animated GIF (maximum-six panels)

Image file size: Keep file size under 60KB

Ads Opposite Front Cover:

Full Page: 7" x 10"

1/2 Page: 7" x 4 7/8"

Mini Ads: 7" x 1 1/2" (image or logo and 40 words of copy with web link)

Rates	1x	3x	6x	12x
Banner Ad (one ad per issue)				
	\$1200	\$1100	\$1000	NA
Skyscraper Ad (one ad per issue)				
	\$1400	\$1300	\$1200	NA
Ads Opposite Front Cover				
Full Page	\$3300	NA	\$1000	NA
1/2 Page	\$1700	\$1625	\$1550	\$1250
Mini Ads	\$600	\$575	\$550	\$450

Site Sponsors

Each month, listed under Site Sponsors on our homepage, print advertisers with a website will be boldfaced and hyperlinked FREE, so readers can go directly to the advertiser's homepage. This offer is FREE to all print advertisers. Visit our website at www.metalformingmagazine.com.

Advertisers' Corner

All *MetalForming* magazine print advertisers who contract for six times or more with a 1/2-page or larger ad, will have their ad featured FREE on our website under Advertisers' Corner. The ad will be shown (not actual size), along with the advertiser's company name and phone number. And, if the advertiser has a website, the company name will be highlighted and hyperlinked to its website. Advertisers' Corner averages more than 750 page views per month.

MetalForming print advertisers with a 1/3-pg. ad or larger, running less than 6 times, also have the opportunity to have print ads featured on Advertisers' Corner. Each ad will be displayed (not actual size) along with company contact information. And, if you have a website, your company name will be highlighted and hyperlinked to your website. Your ad will run for a full 12 months for only \$3050.

Classifieds

To have your classified ad on *MetalForming's* website, add \$50/column inch. For web-only ads—\$150/column inch. Closing date is the 1st of the month prior to publication month.

Contact Sue Cubranich at 216/901-8800 (x131) or scubranich@pma.org for additional information. To view online classifieds, go to www.metalformingmagazine.com/classif/index.asp.



MetalForming Mexico—<http://mexico.pma.org>

Three times in 2010, *MetalForming* will publish and distribute Spanish-language editions to 10,000 metalforming engineers, managers and company owners working in Monterrey, Mexico City and throughout Mexico.

MetalForming also has a website in Spanish/English.

Three-month banners are available on the homepage, as well as other pages throughout the site. Contact your sales representative, listed below, for more

information on placing your banner.



Rates	Homepage	Other Site Pages
3 months	\$1500	\$1000

For information regarding advertising:

MI, OH, International
Andy Flando, Publisher
6363 Oak Tree Blvd.
Independence, OH 44131
Ph: 216/901-8800 • Fax: 216/901-9669
aflando@pma.org

North Central
Ryan King
2436 N. Linden Place #2
Chicago, IL 60647
Ph: 773/414-9292 • Fax: 773/252-3310
RKING@rkmediaadv.com

Western NY, Western PA, Mountain, Pacific, Canada
Vivien Tomsik
6363 Oak Tree Blvd.
Independence, OH 44131
Ph: 216/901-8800 • Fax: 216/901-9669
vtomsik@pma.org

New England, Eastern NY, Eastern PA
Rick Edman
576 Post Road
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Ph: 203/656-1000 • Fax: 203/656-1007
Rick_Edman@edmancompany.com

South Atlantic, South Central
Bob West
855 Georgian Hills Drive
Lawrenceville, GA 30045
Ph: 678/377-5749 • Fax: 678/377-9098
MetalForm_bobwest@msn.com

North Central, International
Sherry Theien
8392 Leesburg Ct.
Rockford, IL 61114
Ph: 815/282-6000 • Fax: 815/282-8002
stheien@earthlink.net

Multimedia Center

Editorial and Advertising Videos

If a picture is worth a thousand words to our readers, imagine how powerful a video can be. Leverage the unique capabilities of the Internet by adding videos to magazine articles to help readers/website visitors better understand how a process or product works. And, capture and hold website visitor attention by posting a video advertisement on the *MetalForming* magazine Multimedia Center.

White Papers

Your company houses a wealth of technical expertise offering great value to your customers, and to your prospective customers working in the metalforming and fabricating industry. Share that knowledge—and build credibility in the industry—by authoring a white paper and posting it to our Multimedia Center. These authoritative reports should address critical industry issues and provide information on how to solve them. Educate our readers/website visitors and help them make the right decisions to keep their companies on track.

Podcasts

One more way to share your company's expertise and build credibility in the industry is to produce podcasts (audio and/or video files) related to a specific metalforming process or technology. Submit one podcast or produce a series for release via downloads through web syndication. Subscribers will automatically receive your podcast files (when released) by accessing a web feed, which then will be stored on their computers for offline use.

Contact an advertising sales representative or the publisher for rates.

Sponsored Webinars, in Cooperation with the PMA Educational Foundation

In 2008, *MetalForming* magazine, in partnership with the Precision Metalforming Association Educational Foundation (PMAEF), unveiled a new and exciting marketing opportunity: **Sponsored Webinars**.

By producing a sponsored webinar in cooperation with *MetalForming* and PMAEF, companies gain access to our huge database of metal-fabricating/forming managers and engineers, all eager to learn more about the products and technology available to improve productivity, quality and safety in their plants. *MetalForming* and PMAEF have experienced great success with their sponsored webinars, and look forward to producing more of them.

Producing such an event is simple. The sponsoring company provides the webinar presenters and registration capability; *MetalForming* provides the moderator and, along with PMAEF, a very powerful marketing engine—e-mail and e-newsletter promotions to tens of thousands of metalforming professionals—that promises to deliver a vast list of attendees to the webinar. We'll also handle post-event marketing to provide access to a recorded version of the webinar stored on the Internet—your website, ours or both.

We hope we've piqued your interest in this exciting opportunity to work with *MetalForming* and PMAEF; to learn more, contact Brad Kuvin, Editor, *MetalForming*—bkuvin@pma.org.

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