

# Metal Forming

[www.metalformingmagazine.com](http://www.metalformingmagazine.com)



2008  
Electronic  
Opportunities

Sponsored by:

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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](http://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 on 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 43,000 views per month
- More than 10,000 visitors per month
- More than 12,000 visits 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 and 2007. See the Website Advertising Contract for information on placing your banner.



## 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.



## 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.

|  | Magazine Advertisers | Non-Magazine Advertisers |
|--|----------------------|--------------------------|
| <b>Banner Rates</b> (horizontal ads running at top of page, 468 x 60 pixels)                                   |                      |                          |
| 6 months   | \$2900               | \$3800                   |
| 12 months  | \$4400               | \$5500                   |
| (During each cycle, a maximum of six banner ads will be shown)   |                      |                          |
| <b>Junior Pennant Rates</b> (ads running in margins of technology-specific enterprise zones, 150 x 200 pixels) |                      |                          |
| 3 months   | \$1500               | \$1900                   |
| 6 months   | \$2000               | \$2500                   |
| 12 months  | \$2500               | \$3200                   |
| <b>Button Rates</b> (ads running in margins of technology-specific enterprise zones, 120 x 90 pixels)          |                      |                          |
| 3 months   | \$1100               | \$1500                   |
| 6 months   | \$1700               | \$2100                   |
| 12 months  | \$2000               | \$2400                   |
| <b>Standard Pennant Rates</b> (ads running in margins of Hot Off the Press, 150 x 400 pixels)                  |                      |                          |
| 3 months   | \$1800               | \$2350                   |
| 6 months   | \$2300               | \$2850                   |
| 12 months  | \$2800               | \$3850                   |

**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 three pavilions—Presses; Automation; and Coil Handling and Processing.



Set to debut in 2008 are three new pavilions: Lubrication (February 2008), Safety (May 2008) and Tool & Die (July 2008).

*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.

| Special Issue Advertisers*  |               | Others        |
|---|---------------|---------------|
| <b>Banner Rates</b> (horizontal ads running at top of page)<br>Your banner will be displayed for an entire year.<br>(During each cycle, a maximum of six banner ads will be shown per pavilion) |               |               |
| 12 months   | \$1200/banner | \$2000/banner |
| <b>Button Rates</b> (rectangular ads running in margins of technology-specific categories)  |               |               |
| 12 months   | \$700/button  | \$1200/button |
| <b>Banner and Button</b>  |               |               |
| 12 months   | \$1400/set    | \$3000/set    |
| *Companies that advertise in the 2008 February, May or July issues of <i>MetalForming</i> magazine print issues.  |               |               |

## 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 2008, can purchase a 12-month hyperlinked online MVP ad for only **\$900**. Nonprint advertisers: **\$1200**.

## E-Newsletter

*MetalForming* also publishes an e-mail newsletter for the metalforming industry, to help management and engineering personnel stay abreast and 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 10,000 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.



| Rates                     | Top Position | Other Positions |
|---------------------------|--------------|-----------------|
| 1 month (2 newsletters)   | \$1200       | \$900           |
| 6 months (12 newsletters) | \$4500       | \$4000          |

**Published twice monthly—Call for deadlines**

## 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](http://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 Pete Fuduric at 216/901-8800 (x171) or pfuduric@pma.org for additional information. To view online classifieds, go to [www.metalformingmagazine.com/classif/index.asp](http://www.metalformingmagazine.com/classif/index.asp).



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

Three times in 2008, *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 | \$2000   | \$1500           |

#### For information regarding advertising:

##### North Central, International

###### Sherry Theien

8392 Leesburg Ct. • Rockford, IL 61114  
815/282-6000 • fax: 001-815/282-8002  
stheien@earthlink.net

##### New England, Mid-Atlantic, Pacific, Canada

###### John Moore

17809 Canterbury Rd • Cleveland, OH 44119  
216/531-4044 • fax: 001-216/721-2525  
jmoore@lpcpub.com

##### South Atlantic, South Central, Mountain

###### Vivien Tomsik

6363 Oak Tree Blvd. • Independence, OH 44131  
216/901-8800 • fax: 001-216/901-9669  
vtomsik@pma.org

### Multimedia Center

While banner and button advertisements on *MetalForming Xtra* generate high lead counts and click-throughs for our advertisers, we continue to look for opportunities to help advertisers enhance the Internet-user experience. That is why we've added editorial videos to our Multimedia Center. According to JupiterResearch, in 2007 65 percent of U.S. Broadband users watched video online, up from 44 percent in 2006. And 16 percent of advertisers said that they would run video ads some time in 2007.



While online video advertising currently represents a relatively small slice of overall online media, it promises rapid growth and huge potential. According to the Online Publishers Association, "More than a quarter of Internet users now watch video online weekly." And, according to market-research firm eMarketer, online video advertising in the U.S. will reach \$1.5 billion by 2009.

The potential impact of online video advertising is huge. According to analysis of Dynamic Logic's MarketNorms database, "online ads using audio and video achieve a greater impact on brand awareness, at a lower frequency exposure, than other standard online ad formats." In fact, it says, exposure to audio/video ads increases brand awareness by a full 10 percentage points.

That's why we've decided to take the lead in the metalforming industry and continue to enhance our online Multimedia Center.

Every advertiser in the Multimedia Center receives ONE free button ad, in the Enterprise Zone of their choice, that links to their multimedia advertisement. Additional linked button ads are available for an additional fee.

#### Multimedia Rates

| Ad length                | Duration of post |        |        |        |
|--------------------------|------------------|--------|--------|--------|
|                          | 3 mo.            | 6 mo.  | 9 mo.  | 12 mo. |
| Up to 30 sec             | \$1400           | \$2600 | \$4000 | \$5000 |
| 31 to 45 sec             | \$2075           | \$4050 | \$6225 | \$7900 |
| 46 to 60 sec             | \$2600           | \$5000 | \$7700 | \$9400 |
| Longer—contact publisher |                  |        |        |        |

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