

E-Mail: Newsletters

Gear Technology's E-Mail Newsletter is delivered 4× per month to more than 11,500 opt-in subscribers (the first four Wednesdays of each month). The E-Mail Newsletter brings our readers the latest news and exclusive articles. Each issue can accommodate one Sponsor Banner, up to nine Impact Blocks and one Sponsored Content (native advertising) white paper or video.

Sponsor Banner (\$1,045 per issue)

The E-Mail Newsletter Sponsor Banner is at the top of the newsletter, guaranteeing you the most prominent position available. Sponsor Banners measure 728 x 90 pixels, and can be in JPG, GIF or PNG (no animation allowed) formats. Only one Sponsor Banner position is available in each issue.

Impact Blocks (\$575 per issue)

Impact Blocks are ideal for introducing new products, highlighting new technology or promoting upcoming events.

The size and format are as follows:

- Graphic image in JPG, GIF or PNG format (200 pixels wide × 135 pixels tall). No animation allowed.
- Headline Maximum 50 characters (about 8–10 words).
- Copy-Maximum 50 words.
- Link to the URL of your choice.

Middle Banner (\$575 per issue)

The middle banner appears below the first content section. The middle banner measures 728x90 pixels and can be in JPG, GIF of PNG (no animation allowed) formats. Only one middle banner is available in each issue.

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Sponsored Content (Native Advertising) in Our E-Mail Newsletter (\$1,045 per issue)

Place your educational white paper, article or video in our E-Mail Newsletter, and we'll send it to our 11,500+ opt-in subscribers. This native advertising option gives you the opportunity to generate leads and increase your brand's position as a leading expert in our industry.

> Sponsored Content automatically includes lead capture. We'll make sure you know who has looked at your content by asking visitors to fill out a brief form on the way in. (NOTE: Form fields are customizable at no extra charge.)





Your article or video will automatically appear in our editorial search results. Also, these articles and videos will become a permanent part of our online archive and accessible to our website visitors. White papers and webinars will also be featured in our quarterly "White Papers and Webinars" special edition (no extra charge).

What Do You Need to Provide?

- **The Content** This can be a PDF article or a Word document (we will prepare Word documents as HTML articles). If your featured content is a video, you should supply us with a You-Tube embed code, MPEG or WMV file.
- Newsletter Image 1600 x 900 pixels, JPG format preferred.
- Headline 10 words or less, please. This will be used in the E-Mail Newsletter and in the search results.
- Blurb 50 words or less. This will be used in the E-Mail Newsletter and in the search results.
- Lead Capture Requirements We will normally capture Name, Title, Company Name and E-Mail address. If you require additional fields, please let us know.

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2025 EDITORIAL CALENDAR – E-Mail newsletter

Published every Wednesday

Р	ublished eve	ry Wednesday	
	ISSUE	FOCUS	ADVERTISING DEADLINE
	January 8	Additive Manufacturing	January 2
	January 15	Big Gears	January 9
	January 22	Fine-Pitch Gears	January 16
	January 29	Lubrication	January 23
	February 5	Automation	January 30
	February 12	Heat Treating	February 6
	February 19	Workholding & Toolholding	February 13
	February 26	Broaching	February 20
	March 5	Bevel Gears	February 27
	March 12	Cutting Tools	March 6
ſ	March 19	e-Mobility	March 13
	March 26	Hobbing	March 20
	April 2	Gear Blanks	March 27
	April 9	Plastic Gears	April 3
F	April 16	Grinding	April 10
┢	April 23	Honing	April 17
-	April 20	White Papers & Webinars	April 24
-	May 7	Metrology	May 1
┢	•	Cutting Tools	,
-	May 14	Worm Gears	May 8
	May 21		May 15
	May 28	Skiving	May 22
	June 4	Splines	May 29
-	June 11	Chamfering & Deburring	June 5
	June 18	Cutting Tools	June 12
	June 25	Plastic Gears	June 19
	July 2	Workholding	June 26
	July 9	Gear Shaping	July 3
	July 16	Powder Metal Gears	July 10
	July 23	Robotics	July 17
	July 30	White Papers & Webinars	July 24
	August 6	Forgings	July 31
	August 13	e-Mobility	August 7
	August 20	Heat Treating	August 14
	August 27	Skiving	August 21
	September 3	Gear Inspection	August 28
	September 10	Deburring	September 4
	September 17	Cutting & Grinding Fluids	September 11
	September 24	Software	September 18
	October 1	Turning, Milling & 5-Axis Machining	September 25
	October 8	Rack & Pinion	October 2
	October 15	Grinding	October 9
	October 22	Lubrication	October 16
	October 29	White Papers & Webinars	October 23
	November 5	Software	October 30
	November 12	IIoT/Industry 4.0	November 6
	November 19	Custom Gear Manufacturing	November 13
	November 26	Shot Peening	November 20
	December 3	Automation	November 26
	December 10	Heat Treating	December 4
	December 17	Tool Sharpening	December 11
	December 24	Year in Review	December 18
	December 31	White Papers & Webinars	December 24



Want more e-mail news coverage?

The *Gear Technology* e-mail newsletter is sent every Wednesday to more than 11,000 gear industry professionals

The AGMA Industry News e-mail is sent every Tuesday to more than 10,000 corporate executives and decision-makers in the mechanical power transmission industry.







A POWERFUL COMBINATION

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