



## Online: Material Specifications

### Website Banner Ads

The following rates are just basic guidelines. We offer extensive frequency and package discounts (up to 50% savings) to advertisers who order multiple print ads or who combine print advertising with an online or email campaign. Contact Dave Friedman, [friedman@agma.org](mailto:friedman@agma.org) for a custom quotation that meets your specific marketing goals.

BANNER POSITION	SIZE	FILES	RATE	INFO
Top Banner	970 × 90 pixels	JPG, PNG, GIF, 50 KB max.	\$1,050/month	Position shared among up to five advertisers. Appears at the top of the home page and the top of interior pages.
R-1 through R-5	300 × 250 pixels	JPG, PNG, GIF, 50 KB max.	\$525/month	Dedicated position on home page nestled among editorial content, plus additional coverage on the right-hand side throughout the site.
Middle Banner	728 × 90 pixels	JPG, PNG, GIF, 50 KB max.	\$525/month	Position shared among up to five advertisers on home page and throughout the site.
Bottom Banner	728 × 90 pixels	JPG, PNG, GIF, 50 KB max.	\$370/month	Position shared among up to five advertisers on home page and throughout the site.
Keyword Banner	300 × 250 pixels	JPG, PNG, GIF, 50 KB max.	\$525/month per keyword	Banners appear next to relevant editorial content throughout the site, including related articles, news items, blog posts and videos. Available keywords include: Bearings, Couplings, Gear Drives, Gears and Motors.
Sponsored Content	1,600 × 900 pixel image plus headline, blurb and PDF content (or video)	JPG, PNG, GIF, 50 KB max.	\$1,095/month	Great for promoting white papers or videos! Includes registration page and sales leads from those who access the content.

### File Submission

Please submit files to Dorothy Fiandaca, Materials Coordinator, [fiandaca@agma.org](mailto:fiandaca@agma.org).

### Technical Questions

Contact Megan Harrold, Digital Content Specialist, [megan.harrold@agma.org](mailto:megan.harrold@agma.org), Telephone (847) 437-6604.

