

## Reach A Forging Professional's Inbox

### eNewsletter Sponsorship

#### Forging Magazine eNewsletter

Forging Magazine eNewsletter is the best way to reach machine shop owners via email. Relevant editorial content motivates executives to subscribe to Forging Magazine eNewsletter. Each issue has a different editorial focus and mission, and is written specifically to meet the information needs of contract manufacturers and machine shops.

**FREQUENCY: ALTERNATING WEDNESDAYS / CIRCULATION: 3,000**

- 1. **TOP SPONSOR: RATE: \$500 NET**  
ONE PER ISSUE. HEADLINE, 125 WORDS OF TEXT, 180W X 150H IMAGE.
- 2. **MIDDLE SPONSOR: RATE: \$350 NET**  
ONE PER ISSUE. HEADLINE, 75 WORDS OF TEXT, 180W X 150H IMAGE AND TWO LINKS.
- 3. **HOT PRODUCTS: RATE: \$200 NET EACH**  
HEADLINE, 50 WORDS OF TEXT, 180W X 150H IMAGE AND ONE LINK.



#### 3D Printing 360

Gain the attention of manufacturing executives who need the latest on one of the most exciting new technologies of the past few decades. 3D Printing 360 provides in-depth coverage of the latest 3D printing applications, tools and devices for use in industries from design and manufacturing.

**FREQUENCY: TWICE MONTHLY (FIRST & THIRD MONDAY) / CIRCULATION: 19,700**

- 1. **TOP POSITION - \$2,000 NET PER ISSUE**
- 2. **SECOND POSITION - \$1,000 NET PER ISSUE**
- 3. **PRODUCT POSITIONS - \$750 NET PER ISSUE**

#### Quick Manufacturing News (QMN)

Deliver your message to the broadest and biggest audience built from the files of Penton's Manufacturing & Supply Chain Group properties. QMN keeps executives up-to-date on the latest manufacturing news, analysis and products.

**FREQUENCY: DAILY (EVERY BUSINESS DAY) / CIRCULATION: 155,000 PER WEEK**

**EXCLUSIVE SPONSORSHIP:**

**NET INVESTMENT: \$3,500 PER WEEK / 3 WEEKS: \$3,200 / 6 WEEKS: \$3,000 / 12 WEEKS: \$2,700**

# Drive Traffic To Your Website With A Cost Effective Email Solution

## eBlasts

Make an immediate impact with your sales messages, new product launches, content and event promotions with exclusive emails to your target audience. These high impact messages drive traffic to your site, assist in revenue generation and build your company's image. Audiences can be targeted based on industry, job function, buying influence, geographical area and more!

All standard email campaigns consist of a standard email to your target audience and two follow ups to those that open and click on the email (all creative assets must be submitted at the same time).

Email campaigns also include detailed performance tracking including open, click through and click-to-open rates, link tracking, and a demographic assessment.

**RATE: \$295 PER THOUSAND EMAILS**

## Three-touch eblast Program

Maximize your email efforts! Our three-touch email program is designed to engage your best audience. You'll get to send an email to your target audience, followed by an email to non-opens AND to those that clicked and opened as well (all email creative assets must be submitted at the same time).

**RATE: \$350 PER THOUSAND EMAILS**

**Format:** Client provides the HTML and all images within the html messages must be hosted online and a full image source link provided. For additional specifications, please contact your local Forging sales representative.



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## eBlasts (continued)

### Audience Extension (CRM Retargeting)

Just pick your audience and serve your ad almost anywhere your prospect goes across the web. Audience Extension is a more robust form of online retargeting. Our advantage is that we are able to serve banner ads and retarget based on an audience profile, interaction with an email send, an ad placement or all of the above.

#### Benefits:

- Audience Extension builds brand awareness and increases visibility
- When coupled with an email or other marketing initiatives, Audience Extension lifts response
- Audience Extension reinforces your marketing message



### Standard Email Campaign, plus Audience Extension

Consists of the standard eblast campaign and CRM retargeting

RATE: \$335/M

# Build ROI With Lead Generation

## FasTrac eNewsletters

Subscribers receive instant product and service information emailed directly to their inbox with FasTrac. This direct, high-quality lead-generation tool is the perfect sponsorship opportunity for companies to showcase their products or services.

### Lead Generation

You'll receive leads from EVERYONE who clicks on your company link. Your direct leads, with complete contact information, are automatically sent to you every month. No guarantee placement order within the FasTrac. Ad positions will rotate randomly on a monthly basis.

The screenshot shows the FasTrac NED website interface. At the top, it says 'FasTrac NED New Equipment Digest' and 'The Latest Products in the Manufacturing & Industrial Marketplace'. Below this is a 'Learn More' button. The main content area is titled 'Featured Products' and displays several product highlights with images and brief descriptions:

- Industrial Spine Recutting:** BHA/Co shredders can handle a wide range of materials including wood, steel, cast iron, and more.
- Having Trouble Getting Stainless Steel Cylinders on Time?** Cylindric features a high selection of quality products.
- LED DIRECT APPLICATION FOR BENCH AND IN-CELL SIMPLY BY CHANGING BULBS:** LED Direct offers a range of lighting solutions.
- PLUG N' PLAY LED FOR 100W METAL HALIDE LAMP:** LED Direct offers a range of lighting solutions.
- The Hardener is a Disposable Hard Hat Liner:** The Hardener is a disposable hard hat liner that is easy to remove.
- The Power Dog:** The Power Dog provides productivity and minimal manpower.
- Thermoseal Waxing Saves Time and Improves Results:** Thermoseal waxing is a fast and easy way to protect metal surfaces.
- UHMMV & Anti-Static UHMMV Film:** UHMMV & Anti-Static UHMMV Film is a new line of ultra-thin and ultra-clear protective film.
- CS Hydro Company supplies features and Anti-Static UHMMV:** CS Hydro Company supplies features and Anti-Static UHMMV.

ENEWSLETTER	CIRCULATION*	FREQUENCY	POSITION AVAILABLE	RATE
<b>NED</b> New Equipment Digest	67,000	Monthly	13	\$1,900 net per month
<b>EHS</b> Today	37,000	Monthly	12	\$1,600 net per month
<b>MH&amp;L</b>	26,000	Monthly	12	\$1,300 net per month
<b>AMERICAN MACHINIST</b>	6,000	Monthly	9	\$800 net per month
<b>FOUNDRY</b>	3,400	Monthly	9	\$750 net per month
<b>FORGING</b>	1,300	February, April, June, August, October & December	6	\$700 net per month

\*Publisher's Own Data