

News in Motion

NEWS AND INSIGHTS FOR THE AMERICAN BEARINGS INDUSTRY

The bearing industry is a \$50 billion global marketplace. The **American Bearing Manufacturers Association (ABMA)** provides leadership, advocacy, education, outreach and insights that impact the global bearings industry twice a month. *News in Motion* quickly and effectively informs professionals with worldwide industry news, trends and business inteligence related to the entire supply chain.



Audience Profile

CIRCULATION

1,100+ bearings industry professionals

ACTION TAKEN

17% average unique open rate

READERSHIP

Executives & Decision Makers

Leadership from bearings and finished components manufacturers

Industry Suppliers

Including forging, rolled rings and lubrication products, software and consulting services

Government Agencies & Other Industry Partners

Members and supporters of ABMA and the American bearings industry

WHY ADVERTISE?

- Access to a 100% membership and opt-in subscriber base—our readers are highly engaged.
- Market to key decision makers and leaders from global companies.



Ad Specs + Pricing

JPG or GIF format only • File size 40k max Prices are for one 90 day cycle (6 bi-weekly issues)

SALES INQUIRIES

Cameron Diggs (202) 367-2495 cdiggs@townsend-group.com

Lower Leaderboard

This premium position is the first ad within the news.

580 x 80px SIZE \$3,000 COST

Premium Product Showcase

Highlight a product or service using this showcase, which is embedded in the body of the news.

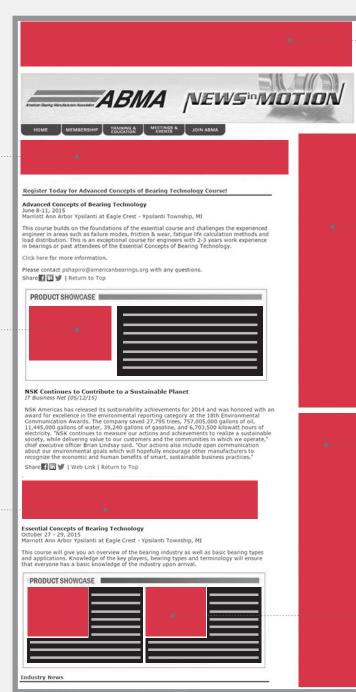
150 x 150px + text SI7F

COST \$2,850

Standard Banner

Stand out within the body.... of the news content using this placement.

468 x 80px SIZE COST \$2,100



Premium Leaderboard

This exclusive position provides maximum visibility for your company.

728 x 90px \$3,300 COST

Premium Skyscraper

This premium position is the first of all vertical ads and towers over the others.

150 x 600px SIZE COST \$2.850

Standard Skyscraper

Use this large space to tell your story.

150 x 600px SI7F \$2.100

Standard Product Showcase

Highlight a product or service using this showcase, which is embedded in the body of the news.

COST

SIZE 150 x 150px + text \$2.100

Content Marketing Opportunities

- THEME FOCUSED EDITIONS based on topics formulated jointly with our professional editorial staff
- THOUGHT LEADER ARTICLES based on interviews with your executives
- CASE STUDIES of success stories told by your clients, woven together with custom content