Build Your Company’s Awareness and Expand Your Reach with AEC Media Guide Offerings!

The Aluminum Extruders Council (AEC) provides members with a number of benefits, including marketing opportunities at an affordable cost. Reach the audience you want with a price that fits your budget.

AEC delivers multimedia resources that serve as a trusted information source for product designers, engineers, specifiers, architects and others. Partnering with AEC is a great way to reach these potential customers and reinforce your marketing message.

- Prospective extrusion customers visit AEC.org regularly to discover information about aluminum extrusion and to find the right supplier for their project.
- Members visit the website to learn about upcoming events and discover ways to maximize their membership.

Buyers’ Guide

Reach potential Buyer’s Guide customers with:
- Variety of ad sizes
- Listing Enhancements
- Add-On Digital Edition Ads

- 6,100 on hard copy mailing list
- 15,000 on email list
- 16,000+ page views

Online

Are you taking advantage of the tremendous growth in AEC’s website activity? If not, you should! Reach new customers with banner ads, technical pages, and webinar sponsorships. For details, see page 6.

- 5,300+ average monthly visits
- 87% new visitors each month
- 20,100+ page views per month

Top AEC.org Web Page Yearly Visits

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extrusion Dies &amp; Tooling</td>
<td>8,300+</td>
</tr>
<tr>
<td>Aluminum Extrusion Manual</td>
<td>6,600+</td>
</tr>
<tr>
<td>The Extrusion Process</td>
<td>5,000+</td>
</tr>
<tr>
<td>Extrusion Design – Key Considerations</td>
<td>3,700+</td>
</tr>
</tbody>
</table>

*Based on Google Analytics August 2019 – July 2020

Webinars

AEC conducts industry promotion educational webinars with media partners to help bring aluminum extrusion process, applications and design information to product designers and engineers. You can sponsor one or more of these webinars to build your brand, share your message and be one of the first to receive full contact information for the registrants. For details, see page 6.

- 15,800+ on mailing list
- 8,000+ registrants to date*
- 5,000+ attendees to date*

*Since webinar program inception in 2013
The Annual *Buyers' Guide* is and has been THE go-to publication for sourcing professionals to find qualified extruders for decades. The digital edition features over 1,000 page views per month. Printed versions of the *Buyers' Guide* have been known to stay in purchasing offices for years!

Don't miss your opportunity to enhance your listing with a feature ad. The 2021 edition will include a variety of ad sizes and will be available in color or black and white. Typically, the *Guide* can accommodate only 17 pages of advertising so don’t delay – submit your order today for the 2021 edition!

*As a bonus*, placing an ad in the *Buyers’ Guide* print edition also gets you an ad in the digital edition. Viewers can flip through the pages, forward content of interest to colleagues and click ads to be redirected to advertisers’ websites. Each year’s *Buyers’ Guide* is emailed to readers and available for viewing and download on the AEC website. An archive of past *Buyers’ Guides* are available, securing your ad a lasting online presence.

**Reader Benefits:**

- Bookmark pages
- Navigate and magnify pages with one click
- Share listings on news and social networking sites
- View the *Buyers’ Guide* instantly from most smartphones and tablets
- View archives and find a list of content for one-click access
- Read the *Buyers’ Guide* online or download and print for later

**Member Listing Enhancement**

Ensure your member listing stands out by adding your company logo and/or a company profile. It’s a cost-effective way to increase brand awareness and demonstrate the continued strength of your business to decision-makers. Offerings include adding your full color logo and/or a short company profile.

*See page 5 for options and pricing.*
2021 Buyers’ Guide Advertising
Digital Positions & Rates –
Additional ads are available outside the digital edition.

Extend your advertising investment with digital media:
• Link your ad to the landing page of your choice
• Increase website traffic
• Interact with viewers to help the buying process
• Generate an immediate response from customers

Digital Edition Specifications

1. Digital Sponsorship Page | $1,200
Your message will be prominently displayed directly across from the cover of the Buyers’ Guide.

2. Digital Skyscraper | $1,500
The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

3. Ad Link | Included in Display ad rates
Ad Links increase traffic from your ad in the digital edition to your company’s website or a corporate email address.

Digital Sponsorship Page
550 wide x 480 high pixels;
minimum resolution is 150 dpi.
JPG or GIF is available

Digital Skyscraper
120 wide x 600 high pixels;
minimum resolution is 150 dpi.
JPG only (no animation)
## 2021 Buyers’ Guide Advertising

### Print Rates — All rates include an Ad Link in the Digital Edition of the Buyers’ Guide.

### Listing Enhancement

<table>
<thead>
<tr>
<th>Listing Enhancement</th>
<th>Rate</th>
<th>Additional Listing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Color Logo &amp; 50-Word Profile</td>
<td>$400</td>
<td>$90</td>
</tr>
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### Digital Ad Positions

<table>
<thead>
<tr>
<th>Digital Ad Positions</th>
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<tbody>
<tr>
<td>Digital Sponsorship</td>
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<tr>
<td>Digital Toolbar</td>
<td>$500</td>
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</tbody>
</table>

**ARTWORK REQUIREMENTS**

All digital color and grayscale artwork must be supplied at 300 dpi. High-resolution PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts, as well as linked images, must be supplied if not embedded in the file. All ads supplied should be final art; no revisions can be made.

**SPACE**

<table>
<thead>
<tr>
<th>Space</th>
<th>Full-Color</th>
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<tbody>
<tr>
<td>Double-Page Spread</td>
<td>$4,619</td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,856</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,659</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,459</td>
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</tr>
<tr>
<td>First Page Front Facing</td>
<td>$3,459</td>
<td></td>
</tr>
<tr>
<td>Opposite Table of Contents</td>
<td>$3,459</td>
<td></td>
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<tr>
<td>Opposite Introductory Message</td>
<td>$3,109</td>
<td></td>
</tr>
<tr>
<td>Opposite Editorial</td>
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<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,959</td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,539</td>
<td>$1,899</td>
</tr>
<tr>
<td>1/2-Page Island</td>
<td>$2,199</td>
<td>$1,659</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,859</td>
<td>$1,399</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,419</td>
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</tr>
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<td>1/4 Page</td>
<td>$1,099</td>
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**Bleed:** 17.25" x 11.25"

**Trim:** 17" x 11"

**Live Area:** 16.375" x 10.375"

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**Advertising Deadlines**

- **Closing Date** – November 6, 2020
- **Materials Due** – December 1, 2020
Advertising on the Aluminum Extruders Council website – AEC.org is a great way to reach member and non-member visitors and reinforce your marketing message!

Several cost-effective opportunities are available to position your company as a leader in front of an influential group of aluminum extrusion and design/engineering professionals.

1) Online Banner Ads

Purchase a banner ad that will be featured at the bottom of your selected AEC web page. Below is a list of the top-rated pages on www.aec.org. No banner ads are available on the home page or “Find a Member” pages. Your ad may be one of up to three (3) ads displayed on any one page; ads will be rotated.

LeaderBoard (728 width x 90 height in pixels)
Choose one position with up to six rotations on the following pages (other pages available upon request):

- Extrusion Applications
- Extrusion Basics
- Design Resources
- Sustainability
- Aluminum Extrusion Manual AECmanual.org
- AEC Buyers Guide AECguide.org
- Extrusion Process

Quarterly | $800  Semi-Annually | $1400  Yearly | $2500

2) Online Technical Pages

The AEC will build a page just for you! You supply the pictures, artwork, and copy to tell your company’s story to aec.org visitors. These pages are designed to fill aec.org with the very latest in educational and technical information from the industry. Whether you are an aluminum extruder, producer or a supplier to the industry, you can take advantage of this opportunity for your company to present its value proposition. The Council reserves the right to edit the content for grammar, syntax, and limit the commercial content.

Quarterly | $1500*  Semi-Annually | $2750*  Yearly | $4500*  

3) Webinars

IP Webinar Sponsorships

AEC conducts Industry Promotion (IP) webinars in horizontal and vertical markets targeted to a variety of audiences, including general design, building & construction (earning the viewer AIA CEUs), automotive and other end market segments. AEC partners with a variety of hosts to obtain a broad reach of new contacts, including Design News, Design World, SAE International and more. The cost of the sponsorship depends on the host and audience.

Webinar Sponsorship | $1,500 – $2,200 each

In 2017, AEC introduced a new webinar series targeted to those engineers and product designers with a need for a more advanced level of technical information about extrusion. Hosted by AEC, these webinars offer topics that are updated and repurposed for extrusion users from past AEC member technical webinars.

The cost for these sponsorships is extremely affordable and positions your company as an educational resource alongside AEC. Have you developed a white paper or case studies that show off aluminum extrusions’ exceptional value and design benefits? AEC also is offering in-kind sponsorships for development of new educational webinar content.

Webinar Sponsorship | $500 each

For more information on these opportunities, please contact Director of Communications, Nancy Molenda at nmolenda@tso.net.
AEC 2021 MEDIA GUIDE INSERTION ORDER FORM

Print Ads

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AEC MEMBER INFORMATION

Authorized Signature

Full Name

Company name

Company Address

City/State

Zip/Postal Code Country

Phone Fax

Email Address

PAYMENT OPTIONS:

☐ Check (Payable to: Aluminum Extruders Council (AEC), 1000 N. Rand Rd., Suite 214, Wauconda, IL 60084)

☐ Invoice Me

□ Credit card: □ AMEX □ VISA □ MASTERCARD □ DISCOVER

Cardholder Name:

Billing Address (if different from above):

Signature: Date:

Please fax completed form to the following SECURE FAX LINE: 847.526.3993 NOTE: To meet PCI Compliance, all credit card information should be sent by fax or mail to our payment center. Any credit cards sent via email will not be processed and automatically deleted. For your protection, the below section will be destroyed after processing.

Card Number:

Exp. Date: V-Code:

(3- or 4-digit verification code on card)

WEB DIGITAL ADS

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Digital Edition

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WEBINARS

☐ IP Media sponsored Webinar $1,500—$2,500**

☐ Extrusion Tech Webinar $500

**Contact us for details. See page 6 for more information

Return this form with payment to:

Aluminum Extruders Council
1000 N. Rand Rd., Suite 214
Wauconda, IL 60084 USA
Phone: 847.416.7219
SECURE Fax: 847.526.3993
mail@aec.org

BUYERS’ GUIDE Ad Positions

Ad position is at the sole discretion of AEC except when a specific position is purchased. Position requests are honored on a first-come first-served basis. Previous advertisers have right of first refusal.

Ad closing date: November 6, 2020
Ad materials due: December 1, 2020

Digital Artwork

Document size of ad should be the same as the desired final size.

File Submission

Files can be submitted on CD-ROM or sent electronically. Compressed files (must be under 10 mb or smaller) may also be emailed to mail@aec.org. Digital files for the Buyers’ Guide—black and white or color—must be accompanied by a proof (hardcopy or PDF).

Questions about ad submission?

Contact Nancy Molenda at nmolenda@tso.net

Spend $5,000 in total to get a 10% discount! TOTAL: $______________ USD