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 options 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.

Online
- 4,500+ average monthly visits
- 72% new visitors each month
- 16,000+ page views per month

Reach potential online customers with:
- Banner ads, Technical pages
- and Hot Links

Buyers’ Guide
- 10,000 on mailing list
- 16,000+ page views

Reach potential Buyers’ Guide customers with:
- Variety of ad sizes,
- Listing Enhancement
- and Add-on Digital edition ads

Webinars
- 9,000+ on mailing list
- 6,100+ registrants to date*
- 4,000+ attendees to date*

Since webinar program inception in 2013

AEC Website Average Yearly Visits:
(July 2016 – June 2017)
- Total average visits – 55,448
- Dies & Tooling – 8, 498
- Aluminum Extrusion Manual – 5,270
- Extrusion Process Basics – 3,775
- Design Competition – 3,209
- Tolerances – 2,124
- Design Considerations – 1,821
- Library – 1,477
- Buyers’ Guide – 1,187

*Based on Google Analytics July 2016 – June 2017
The Annual Buyers’ Guide 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 2018 edition will include a variety of ad sizes and will be available in color or black and white. Typically, the Guide features only 17 pages of advertising so don’t delay – submit your order today for the 2018 edition!

As a bonus, ads 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.

Readers Benefit:

- Bookmark pages and insert notes
- Keyword search the entire Buyers’ Guide
- 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 on the page by adding your company logo above your listing. Adding your logo and a profile is 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 company profile. See page 5 for options and pricing.
Digital Advertising Positions & Rates

Additional ads are available outside the digital edition.

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

   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.

2. Digital Toolbar | $500
   Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

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

Digital Edition Specifications

**Digital Sponsorship Page**
550 x 480 pixels; minimum resolution is 150 dpi. Animation is available.
JPG, GIF, Flash/SWF®, AVI, MPG, MOV, FLV or Real Player accepted

**Digital Toolbar**
250 x 50 pixels; 50 character limit (initial Toolbar button); minimum resolution is 150 dpi JPEG only (no animation)

**Digital Skyscraper**
120 x 600 pixels; minimum resolution is 150 dpi JPEG only (no animation)

* Flash Guidelines
  - Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
  - Set the frames per second (FPS) to 24
  - Do not add buttons or any clickable actions
  - Please supply the intended URL when submitting your ad materials
  - Avoid any ActionScript that can affect the Nxtbook engine, such as the _parent layer of the animation, _level0 and_rootreferences, or global functions like setTimeinterval

  - Bitmaps should have "smoothing enabled" for best presentation
  - All fonts, images, and support animations files should be embedded within the file
  - Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
  - Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation
Print Advertising Rates

All rates include an Ad Link in the digital edition of the Buyers' Guide.

<table>
<thead>
<tr>
<th>SPACE</th>
<th>Full-Color</th>
<th>Black &amp; White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-Page Spread</td>
<td>$4,619</td>
<td>N/A</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,856</td>
<td>N/A</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,859</td>
<td>N/A</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,459</td>
<td>N/A</td>
</tr>
<tr>
<td>First Page Front Facing</td>
<td>$3,459</td>
<td>N/A</td>
</tr>
<tr>
<td>Opposite Table of Contents</td>
<td>$3,459</td>
<td>N/A</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,959</td>
<td>N/A</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>
<td>$1,059</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,099</td>
<td>$819</td>
</tr>
</tbody>
</table>

**LISTING ENHANCEMENT**

<table>
<thead>
<tr>
<th>Listing Type</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>
<tr>
<td>Full-Color Logo &amp; 25-Word Profile</td>
<td>$350</td>
<td>$90</td>
</tr>
<tr>
<td>Full-Color Logo</td>
<td>$250</td>
<td>$50</td>
</tr>
<tr>
<td>50-Word Profile</td>
<td>$200</td>
<td>$50</td>
</tr>
<tr>
<td>25-Word Profile</td>
<td>$150</td>
<td>$50</td>
</tr>
</tbody>
</table>

**ARTWORK REQUIREMENTS**

All digital and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 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.

**DIGITAL AD POSITIONS**

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Sponsorship</td>
<td>$1,200</td>
</tr>
<tr>
<td>Digital Skyscraper</td>
<td>$1,500</td>
</tr>
<tr>
<td>Digital Toolbar</td>
<td>$500</td>
</tr>
</tbody>
</table>

Shaded ad placements above indicate ad positions offered to previous advertisers first and then offered on a first-come/first-serve basis.

**Ad Closing Date:** November 17, 2017

**Ad Materials Due:** December 4, 2017
Advertising on the AEC Website – www.aec.org

Advertising on the Aluminum Extruders Council website 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.

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.

<table>
<thead>
<tr>
<th>Period</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarterly</td>
<td>$1500*</td>
</tr>
<tr>
<td>Semi-Annually</td>
<td>$2750*</td>
</tr>
<tr>
<td>Yearly</td>
<td>$4500*</td>
</tr>
</tbody>
</table>

*per page

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 (728x90 pixels)

Choose one position with up to six rotations on the following pages:

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

<table>
<thead>
<tr>
<th>Period</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarterly</td>
<td>$800</td>
</tr>
<tr>
<td>Semi-Annually</td>
<td>$1400</td>
</tr>
<tr>
<td>Yearly</td>
<td>$2500</td>
</tr>
</tbody>
</table>

Hot Links

AEC.org accepts new materials from all of its members. When your firm offers pictures, reports, data, or any other form of content, then AEC credits your company with supplying that information. Now, you can turn that ‘tag’ into a hot link! When a visitor clicks on your link, they will be sent to your website. For a nominal fee, turn the credit you get into a lead opportunity. The more materials you supply, the more links you can get. One fee covers all your offerings!

<table>
<thead>
<tr>
<th>Period</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarterly</td>
<td>$150</td>
</tr>
<tr>
<td>Semi-Annually</td>
<td>$250</td>
</tr>
<tr>
<td>Yearly</td>
<td>$400</td>
</tr>
</tbody>
</table>

Webinars

IP Webinar Sponsorships

AEC conducts Industry Promotion (IP) webinars in horizontal and vertical market 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.

©Extrusion TECH

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 - $2,200 each

For more information on these opportunities, please contact Communications Manager, Nancy Molenda at nmolenda@tso.net.
PAYMENT OPTIONS:
- Check (Payable to: AEC, 1000 N. Rand Road, 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.

C.C. Number: Exp. Date: V-Code:

WEB Digital ADS

BANNER ADS
- Quarterly $800
- Semi-Annually $1,400
- Yearly $2,500

TECHNICAL PAGES
- Quarterly $1,500
- Semi-Annually $2,750
- Yearly $4,500

HOT LINKS
- Quarterly $150
- Semi-Annually $250
- Yearly $400

WEBINARS
- Media sponsored Shared event $1,500-$2,500**
  **Contact us for details.

Spend $5,000 in total to get a 10% discount!

TOTAL: $____________________ USD

AEC MEMBER DATA

Authorized Signature
Name
Company name
Company Address
City/State
Zip/Postal Code Country
Phone Fax
Email Address

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 17, 2017
Ad materials due: December 4, 2017

Electronic Artwork
Document size of ad should be the same as the desired final size. See page 6 for details.

File Submission
Files can be submitted on CD-ROM, DVD or sent electronically. Compressed files 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