

# PM

PRECISION  
MANUFACTURING

## WHY ADVERTISE

# 52%

of readers use *Precision Manufacturing* to assist in purchasing decisions

# 71%

of readers are executives or management level staff

# 35%

of readers anticipate \$75,000+ in capital expenditures over the next 3 years

## PRINT

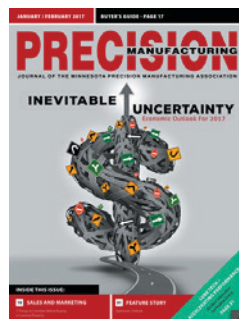
### ADVERTISING

*printed 6x per year*

	1x Member	1x Non-Member
<b>Full Page - In First 6 Pages</b>	2,300	2,550
<b>Black and White - In First 6 Pages</b>	2,050	2,250
<b>Full Page</b>	2,150	2,350
<b>Black and White</b>	1,750	1,900
<b>1/2 Island</b>	1,550	1,700
<b>Black and White</b>	1,100	1,200
<b>1/2 Horizontal</b>	1,350	1,500
<b>Black and White</b>	850	900
<b>1/4 Page</b>	850	900
<b>Black and White</b>	550	600
<b>Inside Front Cover Two-Page Spread</b>	4,100	4,450
<b>Inside Front Cover</b>	2,400	2,500
<b>Inside Back Cover</b>	2,100	2,250
<b>Back Cover</b>	2,250	2,500
<b>Cover-Corner Triangle</b>	850	900

### ADVERTORIAL

	1x Member	1x Non-Member
<b>Industry Spotlight</b>	2,750	3,150
<b>Case Study</b>	1,750	2,100
<b>Industry Profile (2pg)</b>	2,750	3,150
<b>Industry Profile (4pg)</b>	4,750	5,200
<b>Panoramic</b>	2,750	3,150
<b>Shop Profile</b>	2,750	3,150



### CIRCULATION

**Print Circulation:** 7,000

**Readership:** 21,000

**Circulation Verification:** Readers must submit a written request to receive *Precision Manufacturing* and the request must include a company description.

## DIGITAL

### WEBSITE ADVERTISING

*cpm=cost per 1,000*

	Member CPM	Non-Member CPM
<b>Homepage Banner</b>	75	100
<b>Subpage Banner</b>	50	75
<b>Subpage Vertical</b>	40	60

*Web advertising is based on page views for time frame ad is live (i.e. 1- week, 1-month, etc.).*

### EMAIL ADVERTISING

	Member CPM	Non-Member CPM
<b>Cycle Times Banner Ad</b>	125	150
<b>Event Email Banner Ad</b>	125	150
<b>Dedicated Email*</b>	500	600

### SOCIAL MEDIA

	1x Member	1x Non-Member
<b>Facebook + Twitter Post</b>	40	60
<b>LinkedIn Post</b>	40	60



### AUDIENCE

**Monthly Website Visitors:** 1,000

**Email Subscribers:** 1,700 - 2,300

**Facebook + Twitter Followers:** 2,220

**LinkedIn Group Members:** 550

*\*Dedicated email lets you communicate directly with prospects giving you complete control of content, design, and subject line. MPMA reserves the right to reject content.*

## BUNDLE & SAVE!

**5% off any 3 opportunities**

**10% off any 4-6 opportunities**

**15% off any 7 or more opportunities**

Contact us today to discuss a custom package to meet your needs.

**952.564.3054 OR SALES@MPMA.COM**

## ADVERTORIAL CONTENT

\*Industry Profiles and Shop Profiles should be reserved 8 weeks in advance of the materials deadline to include advertorial writing.

**INDUSTRY PROFILE ( 2 or 4 page spread):** Gives your company the opportunity to show how you are influencing the industry as a whole. The rate includes advertorial writing and graphic design / layout.

**SHOP PROFILE:** The two-page Shop Profile allows your company to share its success story. The rate includes advertorial writing; however, you will need to supply specific contacts and questions.

**INDUSTRY SPOTLIGHT:** This special two-page spread features advertorial content showcasing your company's best attributes, and new developments.

**CASE STUDY:** Tell readers about your small or mid-sized shop in a one-page format with advertorial content, pictures, and company logo. The rate includes creative assistance from a designer and advertorial content writing specialist; however, you need to supply specific contacts and pictures.

**PANORAMIC:** Show off your shop floor with photographs and descriptions of your business in this two-page format. The rate includes creative assistance from a designer, photographer, and advertorial content writing specialist; however, you need to supply a company representative as a resource.

## EDITORIAL CALENDAR

**January / February:** Buyer's Guide / Economic Outlook

**March / April:** Workforce Development

**May / June:** Manufacturing Sector Focus (TBD)

**July / August:** IMTS Preview

**September / October:** Emerging and Disruptive Technologies

**November / December:** State of the Industry

*\*All focuses are subject to change*

## DEADLINES AND SCHEDULE

Materials due the 7<sup>th</sup> of the month prior to publication date. (ie. December 7<sup>th</sup> for the January / February Issue)

Mail date is typically the 15<sup>th</sup> of the month. (ie. January 15<sup>th</sup> for the January / February Issue.)

## MATERIAL REQUIREMENTS

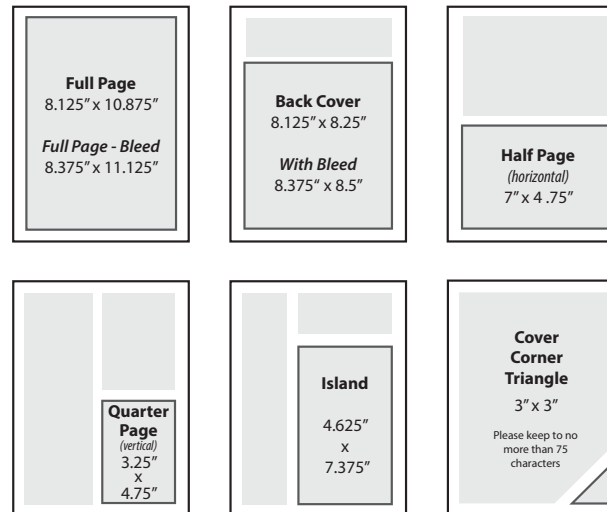
Our preferred file format is a press ready PDF. (We can accept other formats.)

Please provide press ready PDF only. 300 dpi, CMYK, Ink coverage 300% or less.

## QUESTIONS:

If you need to supply a different file format or set up a file transfer please contact Severyn Skoug at [severyn@mpma.com](mailto:severyn@mpma.com) or 952.564.3065.

## AD DIMENSIONS



## READY TO ADVERTISE?

### CONTACT US:

952.564.3054

[sales@mpma.com](mailto:sales@mpma.com)

## INTERESTED IN JOINING OUR PUBLICATIONS COMMITTEE?

### CONTACT:

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*Precision Manufacturing Journal* is directly mailed to a target audience of readers including all members of the MPMA and any manufacturer in Minnesota and the Midwest who requests to receive it. Paid subscriptions are available for \$12 per year to affiliate nonmembers.