

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

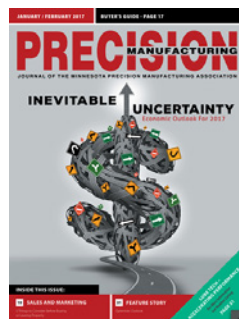
ADVERTISING

printed 6x per year

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

ADVERTORIAL

	1x Member	1x Non-Member
Industry Spotlight	2,750	3,150
Case Study	1,750	2,100
Industry Profile (2pg)	2,750	3,150
Industry Profile (4pg)	4,750	5,200
Shop Profile	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
Homepage Banner	75	100
Subpage Banner	50	75
Subpage Vertical	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
Cycle Times Banner Ad	125	150
Event Email Banner Ad	125	150
Dedicated Email*	500	600

SOCIAL MEDIA

	1x Member	1x Non-Member
Facebook + Twitter Post	40	60



AUDIENCE

Monthly Website Visitors: 1,000

Email Subscribers: 1,700 - 2,300

Facebook + Twitter Followers: 2,220

**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.

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 7th of the month prior to publication date. (ie. December 7th for the January / February Issue)

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

AD DIMENSIONS



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 or 952.564.3065.



READY TO ADVERTISE?

CONTACT US:

952.564.3054

sales@mpma.com

INTERESTED IN JOINING OUR PUBLICATIONS COMMITTEE?

CONTACT:

Nancy Huddleston

editor/publications manager

nancy@mpma.com

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.

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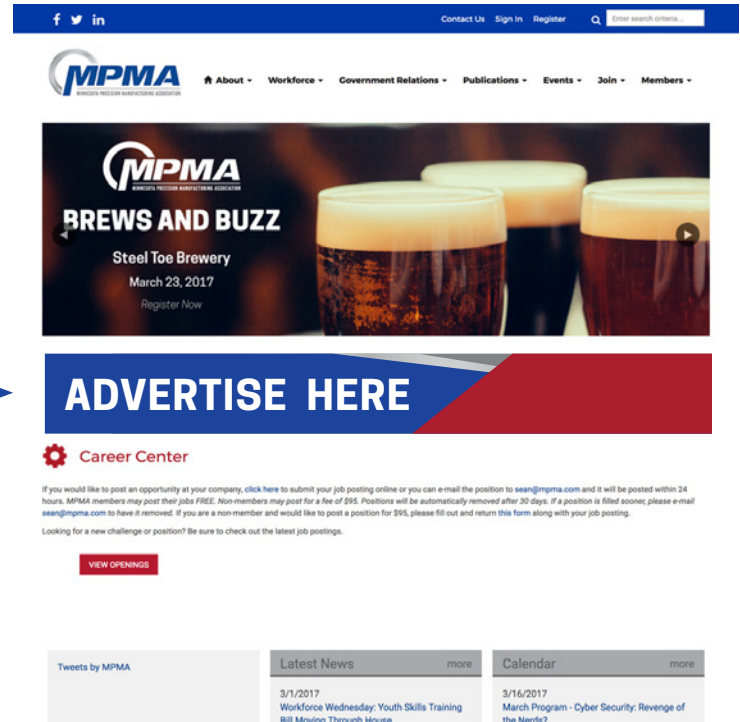
Dedicated email let's you communicate directly with prospects giving you complete control of content, design, and subject line. MPMA reserves the right to reject content.

Email Banner Ad Dimensions are 600px X 200 - 300px max

1200px X 400 - 600px may be used for retina displays.

HOMEPAGE BANNER

728px X 90px



ADVERTISE HERE

Career Center

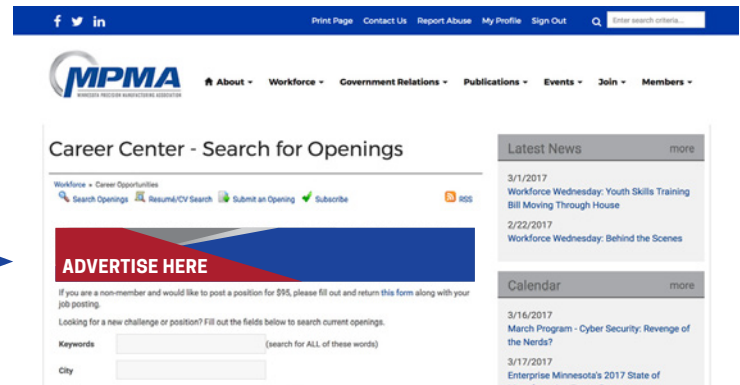
If you would like to post an opportunity at your company, click here to submit your job posting online or you can e-mail the position to seam@mpma.com and it will be posted within 24 hours. MPMA members may post their jobs FREE. Non-members may post for a fee of \$95. Positions will be automatically removed after 30 days. If a position is filled sooner, please e-mail seam@mpma.com to have it removed. If you are a non-member and would like to post a position for \$95, please fill out and return this form along with your job posting. Looking for a new challenge or position? Be sure to check out the latest job postings.

[VIEW OPENINGS](#)

Tweets by MPMA	Latest News more	Calendar more
	3/1/2017 Workforce Wednesday: Youth Skills Training Bill Moving Through House	3/16/2017 March Program - Cyber Security: Revenge of the Nerds?

SUBPAGE BANNER

468px X 60px



Career Center - Search for Openings

Workforce + Career Opportunities
[Search Openings](#) [Resume/CV Search](#) [Submit an Opening](#) [Subscribe](#) [RSS](#)

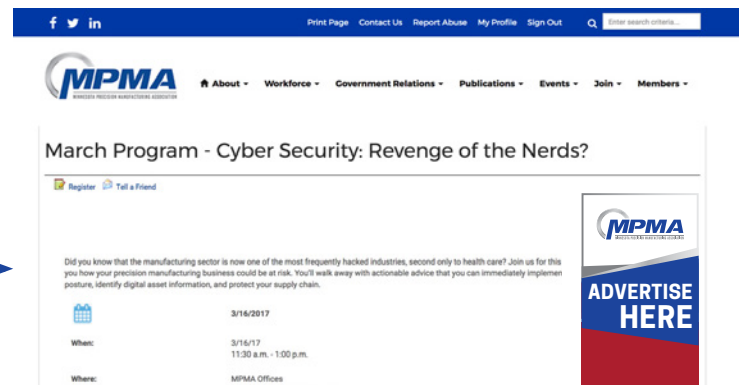
ADVERTISE HERE

If you are a non-member and would like to post a position for \$95, please fill out and return this form along with your job posting.
 Looking for a new challenge or position? Fill out the fields below to search current openings.
 Keywords: (search for ALL of these words)
 City:

Latest News more
3/1/2017 Workforce Wednesday: Youth Skills Training Bill Moving Through House
2/22/2017 Workforce Wednesday: Behind the Scenes
Calendar more
3/16/2017 March Program - Cyber Security: Revenge of the Nerds?
3/17/2017 Enterprise Minnesota's 2017 State of

SUBPAGE VERTICAL

240px X 400px



March Program - Cyber Security: Revenge of the Nerds?

Register [Tell a Friend](#)

Did you know that the manufacturing sector is now one of the most frequently hacked industries, second only to health care? Join us for this year's now your precision manufacturing business could be at risk. You'll walk away with actionable advice that you can immediately implement posture, identify digital asset information, and protect your supply chain.

3/16/2017

When: 3/16/17
11:30 a.m. - 1:00 p.m.

Where: MPMA Offices

ADVERTISE HERE