

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

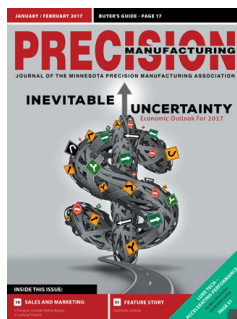
ADVERTISING

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

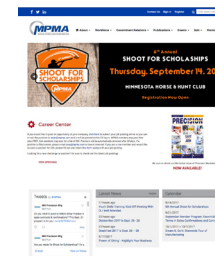
Web advertising is based on page views for time frame ad is live (i.e. 1- week, 1-month, etc.).

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
LinkedIn Post	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.

EDITORIAL CALENDAR

January / February: Buyer's Guide / Economic Outlook

March / April: Workforce Development

May / June: Manufacturing Sector Focus (TBD)

July / August: Manufacturing Sector Focus (TBD)

September / October: Emerging and Disruptive Technologies

November / December: State of the Industry

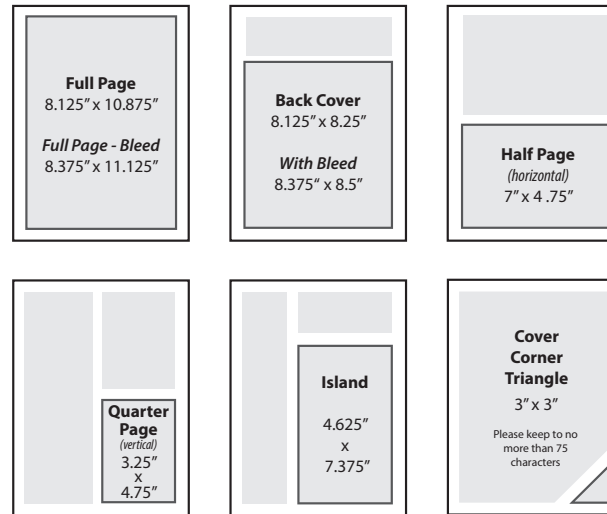
**All focuses are subject to change*

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.