

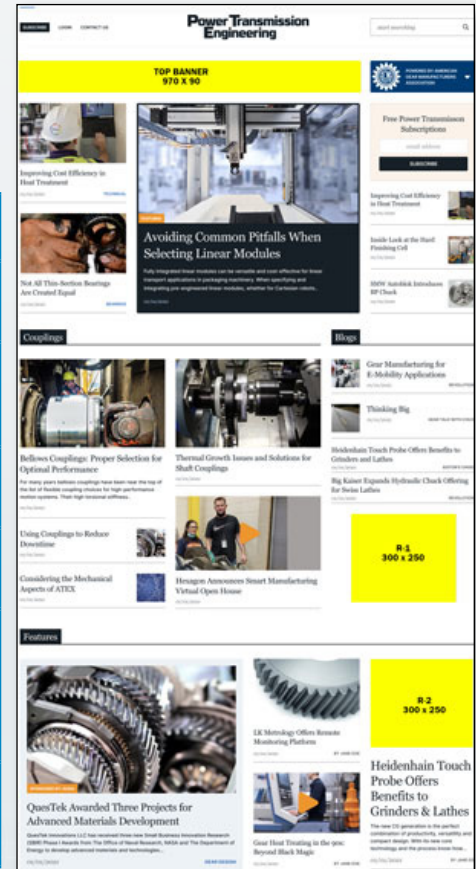


## ONLINE: BANNER ADVERTISING

### Home Page Banners

Take advantage of the highest-profile spaces on our website with banner ads on our home page. We offer extensive frequency and package discounts (up to 50% savings) to advertisers who order multiple ads or who combine their online advertising with a print or email campaign. Contact Dave Friedman, [friedman@agma.org](mailto:friedman@agma.org) for a custom quotation that meets your specific marketing goals.

BANNER POSITION	SIZE	RATE	INFO
Top Banner	970 x 90 pixels	\$1,050 per month	Position shared among up to five advertisers. Appears at the top of the home page and the top of interior pages.
R-1 through R-4	300 x 250 pixels	\$525 per month	Dedicated position on home page nestled among editorial content, plus additional coverage on the right-hand side throughout the site.
Middle Banner	728 x 90 pixels	\$525 per month	Position shared among up to five advertisers on home page and throughout the site.
Bottom Banner	728 x 90 pixels	\$370 per month	Position shared among up to five advertisers on home page and throughout the site.
Keyword Banners	300 x 250 pixels	\$525 per month	Banners appear next to relevant editorial content throughout the site, including related articles, news items, blog posts and videos. Available keywords include: Bearings, Couplings, Gear Drives, Gears and Motors.
Home Page Sponsored Content	HTML including image, headline and description	\$1,095 per month	Great for promoting white papers or videos! Includes registration page and sales leads from those who access the content.

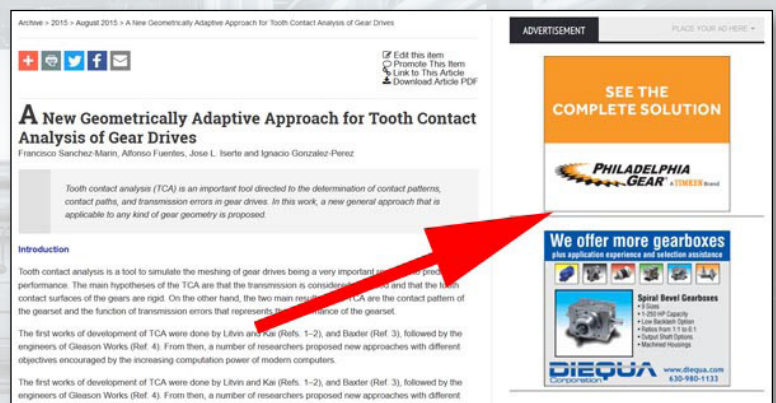


### Targeted Keyword Advertising

On [powertransmission.com](http://powertransmission.com), related content is displayed throughout the site, and that includes advertising. We offer targeted keyword advertising for the following high-volume search terms:

- BEARINGS
- COUPLINGS
- GEARS
- GEAR DRIVES
- MOTORS

When a visitor is on a page related to one of these keywords, whether it's a news item, a technical article or a feature article, your ad can now appear next to this related content. Only three positions are available for each keyword.





## Targeted keyword specifications:

- Size: 300 pixels wide x 250 pixels tall
- Image Format: JPG, GIF or PNG only
- Rate: \$525/month per keyword

## Sponsored Content (Native Advertising)

In addition to our regular banner ads, we also offer sponsored content (native advertising) opportunities, which are great for your white papers, videos, webinars or other technical content that's suited to our audience.

Sponsored content can appear on our home page (in the featured content slider), in our E-Mail Newsletters (as a featured article), and in our internal site search engine results.

## Sponsored Content (Native Advertising) on the *powertransmission.com* HOME PAGE (\$1,095/month)

Place your educational white paper, article or video right on our home page, in the featured content slider alongside our regular articles. There is a maximum of ONE sponsored content slide available on the home page at any given time.

Your sponsored content will appear in our site search results when visitors are looking for related content. Your sponsored content also comes with automatic lead capture. We'll make sure you know who has looked at your content by asking visitors to fill out a brief form on the way in. (NOTE: Form fields are customizable at no extra charge.)

### What Do You Need to Provide?

- The Content—This can be a PDF article or a Word Document (we will prepare Word Documents as HTML articles). If your featured content is a video, you should supply us with a YouTube embed code, MPEG or WMV file.
- Featured Image—1,000 x 600 pixels, JPG format preferred.
- Headline—10 words or less.
- Blurb—50 words or less.
- Lead Capture Requirements—We will normally capture Name, Title, Company Name and E-Mail address. If you require additional fields, please let us know.

Contact Dave Friedman, Associate Publisher & Advertising Sales Manager, [friedman@agma.org](mailto:friedman@agma.org) for additional information.

The screenshot shows a 'Features' section on the homepage. It contains three articles. The first article, 'QuesTek Awarded Three Projects for Advanced Materials Development', is highlighted with a red arrow. It includes a 'SPONSORED BY: AGMA' tag, a date of '01/01/2021', and a 'GEAR DESIGN' category tag. The other two articles are 'LK Metrology Offers Remote Monitoring Platform' and 'Gear Heat Treating in the 90s: Beyond Black Magic', both dated '01/01/2021' and written by 'JANE DOE'.

