

ONLINE: MATERIAL SPECIFICATIONS

Website Banner Ads

The following rates are just basic guidelines. We offer extensive frequency and package discounts (up to 50% savings) to advertisers who order multiple print ads or who combine print advertising with an online or email campaign. Contact Dave Friedman, friedman@agma.org for a custom quotation that meets your specific marketing goals.

BANNER POSITION	SIZE	RATE	FILES	INFO
Top Banner	970 x 90 pixels	\$1,050 per month	JPG, PNG, GIF, 50 KB	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	JPG, PNG, GIF, 50 KB	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	JPG, PNG, GIF, 50 KB	Position shared among up to five advertisers on home page and throughout the site.
Bottom Banner	728 x 90 pixels	\$370 per month	JPG, PNG, GIF, 50 KB	Position shared among up to five advertisers on home page and throughout the site.
Keyword Banners	300 x 250 pixels	\$525 per month	JPG, PNG, GIF, 50 KB	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	JPG, PNG, GIF, 50 KB	Great for promoting white papers or videos! Includes registration page and sales leads from those who access the content.

File Submission

Please submit files to Dorothy Fiandaca, Materials Coordinator, at fiandaca@agma.org.

Technical Questions

Contact Megan Harrold, Digital Content Specialist, at megan.harrold@agma.org, 847-437-6604.