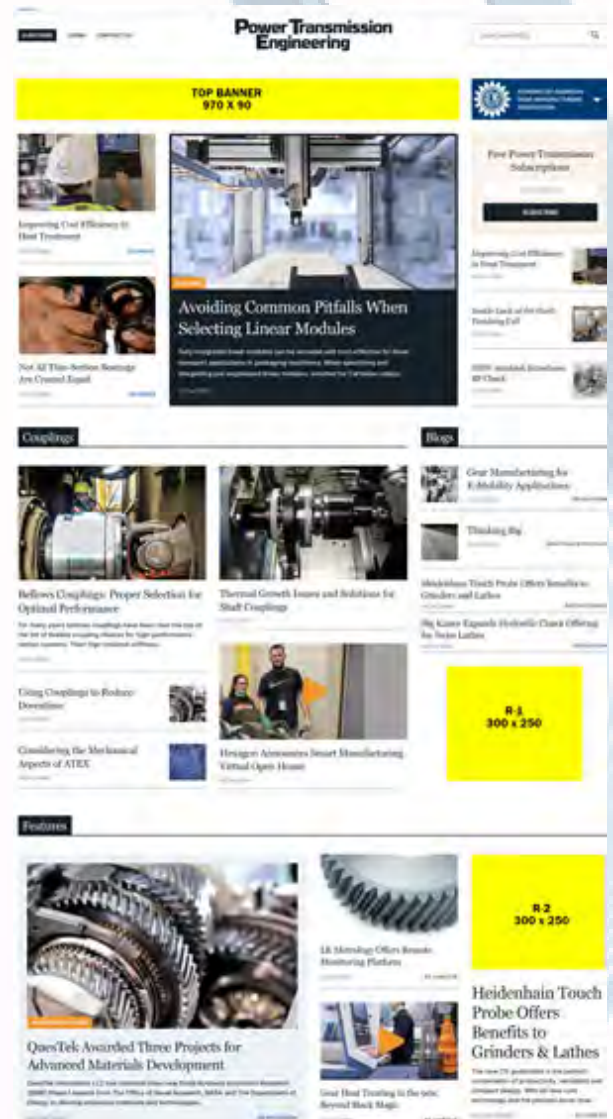


Online: Banner Advertising

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 for a custom quotation that meets your specific marketing goals.

BANNER POSITION	SIZE	RATE	INFO
Top Banner	970 x 90 pixels	\$1,000 per month	Position shared among up to 5 advertisers. Appears at the top of the home page and the top of interior pages. Guaranteed 10,000 impressions per month, 3-month running average
R-1 through R-4	300 x 250 pixels	\$500 per month	Dedicated position on home page nestled among editorial content, plus additional coverage on the right-hand side throughout the site. Guaranteed 5,000 impressions per month
Middle Banner	728 x 90 pixels	\$500 per month	Position shared among up to 5 advertisers on home page and throughout the site
Bottom Banner	728 x 90 pixels	\$400 per month	Position shared among up to 5 advertisers on home page and throughout the site
Keyword Banners	300 x 250 pixels	\$500 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	\$995 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, 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.

The screenshot shows a webpage with a technical article titled "A New Geometrically Adaptive Approach for Tooth Contact Analysis of Gear Drives" by Francisco Sanchez-Marín, Alfonso Fuentes, José L. Isern and Ignacio González-Pérez. The article text discusses Tooth Contact Analysis (TCA) and its importance in determining contact patterns and transmission errors. To the right of the article, there is an advertisement for Philadelphia Gear, which says "SEE THE COMPLETE SOLUTION" and "PHILADELPHIA GEAR". Below that is another advertisement for Diequa, which says "We offer more gearboxes" and lists features like "Spiral Bevel Gearboxes", "1-200 HP Capacity", "Low Backlash Design", "Ratios from 1:1 to 5:1", "Dual Shaft Design", and "Mechanical Housing". A red arrow points from the article text to the Philadelphia Gear advertisement.

Targeted keyword specifications:

- Size: 300 pixels wide × 250 pixels tall
- Image Format: JPG, GIF or PNG only
- Rate: \$500/month per keyword

Sponsored Content (Native Advertising)

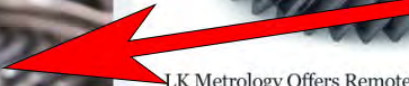
In addition to our regular banner ads, we also offer sponsored content (native advertising) opportunities, which are great for your white papers, videos, webinars or other technical content that's suited to our audience.


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 (\$995/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.

Features



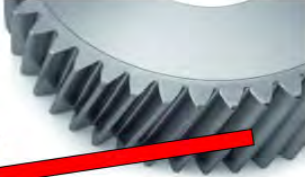


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