

# Target Online

MEDIA KIT

When asked to indicate how buyers go about making a business-to-business purchase,  
93% said they look for businesses online.

**Enquiro Survey**

27,000+  
weekly  
e-newsletter  
subscribers

## Multi-platform Enabled



### WHY ADVERTISE WITH US

1

#### The Most Comprehensive Email Newsletter and [Online Newsfeed](#)

The AME email newsletter and online newsfeed are the most comprehensive combination of news available for the Association for Manufacturing Excellence. Besides covering thousands of industry focused vendors, the AME email newsletter and online newsfeed feature news and stories from top sources, magazines, and bloggers.

2

#### Limited Advertising - High Value

We strictly limit the number of ad spots to ensure our advertisers receive maximum exposure. We've carefully designed and priced a variety of advertising options to ensure maximum ROI!

3

#### Constant Exposure to Highly Engaged Audience

The newsfeed is promoted via a prominent link from the Association for Manufacturing Excellence's home page, available to members and the public via search engines such as Google, Yahoo, and Bing. When it comes to building awareness, nothing beats frequency!

4

#### Compelling Value

- Industry's premier online resource
- Ultra relevant search results
- Substantial promotion
- Exclusive sponsorships reserved for subscribers
- Special advertising bundles and incentives



## REACH OVER 27,000 AME PROFESSIONALS OF THE WEEKLY E-NEWSLETTER

The e-newsletter offers an unparalleled way to get directly into the inbox of qualified professionals.

A

### Leaderboard Banner

leaderboard above the masthead, guaranteed first ad to be seen on the newsletter.

**\$3,500/Qtr**

Ad spec: JPG, GIF, PNG • 468 x 60 px

B

### Top Banner

Premium position at the top of the eNewsletter guarantees all will see your ad when they open the newsletter.

**\$3,000/Qtr**

Ad spec: JPG, GIF, PNG • 468 x 60 px

C

### Featured Content

This rich advertorial allows for a product image or company logo, title and a message that will grab the user's attention as it sits adjacent to editorial.

**\$3,000/Qtr**

Ad spec: JPG, GIF, PNG • 350 x 200 px  
• 100 Characters for title plus 250 Characters for message

D

### Box Banners

These versatile ads can be used for branding or product promotion.

**\$2,500/Qtr**

Ad spec: JPG, GIF, PNG • 300 x 250 px

E

### Full Banner

Banners allow companies to combine imagery, color and text in an interesting and compelling manner.

**\$2,000/Qtr**

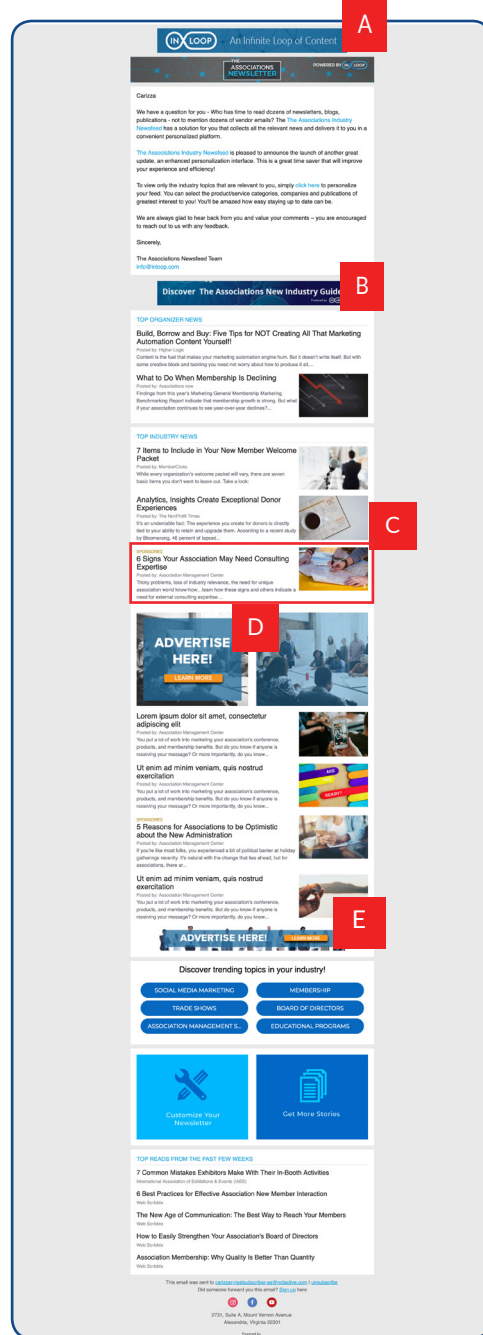
Ad spec: JPG, GIF, PNG • 468 x 60 px

\*All ad placements within the AME e-newsletter include a position within the AME Newsfeed.

Space A, B, and E all get the rotator for A1/2 on the newsfeed.

Space C gets a C on the newsfeed.

Space D rotates in B on the newsfeed.



## REACH OVER 27,000 AFFI PROFESSIONALS THAT VISIT THE NEWSFEED

A 1/2

### Leaderboard Banner

Ad spec: JPG, GIF, PNG • 728 x 90 px

B

### Top Banner

Ad spec: JPG, GIF, PNG • 300 x 250 px

C

### Featured Content

Ad spec: JPG, GIF, PNG • 350 x 200 px  
• 100 Characters for title

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Space C gets a C on the newsfeed.  
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