

# ASSOCIATION FOR MANUFACTURING EXCELLENCE



## RATE CARD 2017



Target Online, a weekly publication brought to you by The Association for Manufacturing Excellence (AME), serves as the year-round resource members who want to stay up-to-date with the latest stories on manufacturing and continuous improvement.

Its vast news coverage, content richness and unparalleled ease-of-use make it a prime and trustworthy destination for all industry professionals.



For all booking and inquiries please contact: [info@InLoop.com](mailto:info@InLoop.com) or call: 855.328.8428

## TARGET ONLINE ADVERTISING

Target Online offers an unparalleled opportunity to get directly into the in-box of more than 32,000+ qualified professionals. Rates are based on a quarterly (13 weeks) run. For a shorter ad run, contact [info@InLoop.com](mailto:info@InLoop.com) or call 855-328-8428.

**A**

### Super Top Banner

Header / footer • 468x60px

\$7,500

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

**Ad. spec:** JPG, GIF, PNG • 468x60px • Max. size: 40K.

**B**

### Top Full Banner

Header / footer • 468x60px

\$5,000

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

**Ad. spec:** JPG, GIF, PNG • 468x60px • Max. size: 40K.

**C**

### Medium Rectangle

300 x 250px

\$4,000

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

**Ad. spec:** JPG, GIF, PNG • 300 x 250px • Max. size: 40K.

**D**

### Full Banner

468x60px

\$3,500

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

**Ad. spec:** JPG, GIF, PNG • 486x60px • Max. size: 40K.

**E**

### Featured Content

\$4,500

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.

**Ad. spec:** JPG, GIF, PNG • 144x92px • Max. size: 20K.

100 characters for title plus 250 characters for message.

**AME** Association for Manufacturing Excellence  
Share • Learn • Grow

**Target Online**

Powered by **IN LOOP**

**TOP INDUSTRY NEWS**

**The Skills Gap is a Misnomer, Talent is Available, just not the "Same Old Jobs"**

Posted by: Target Online Original Story | 2 day(s) ago  
Ken McGuire, AME Lead, Dr. Sherrie Ford Manufacturing as a Desirable Career scholarships Upon wrapping up the details on Awarding the Dr. Sherrie Ford Manufacturing as a Desirable Career scholarships for the 2015 Spring Term, I coincidentally came across a dramatic skills crisis for manufacturers. The article cited that 3.4...

**5 Ways You Can "Go Lean" With Software Monetization**

Posted by: Lean Manufacturing Times | 5 day(s) ago  
During the mid-20th century, Toyota® was just beginning to enter the automobile market. During that time Ford® ruled the market with its assembly line process. Fast forward 60 years – today Toyota is the most profitable automobile manufacturer, with 4 times earnings per car compared to any of the big three manufacturers. How did a fledgling...

**Reshoring: the Silver Lining Amid Weak Indicators?**

Posted by: Reshoring Initiative | 7 day(s) ago  
I know some of my recent blog posts have been downers. From news of sluggish profits at Harley-Davidson to slackening manufacturing conditions overall, January has not been a happy month. I believe it's better to be honest about these things than gloss over them, though it's also fair to state that matters could be much worse and...

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## DISPLAY ADVERTISING

The Target Online web page offers prominent display advertising opportunities and bundles to further enhance and increase your company's exposure. Contact us to learn how we can put together a bundled advertising package to ensure you get the maximum exposure for your budget.

**A1/2**

**Leaderboard**  
Header / footer • 728X90px

**\$3,500**

Located strategically under the search box and also at the bottom of the page, this prime advertising position provides the most prominent exposure for your company.

**Ad. spec:** JPG, SWF, PNG • 728x90px / 468x60px • Max. size: 40K.

**B**

**Medium Rectangle**  
Header / footer • 300X250px

**\$3,000**

Located in the upper right-hand column of the home page and on other category results pages, this top location provides your company with a highly visible and noticeable position to promote your brand.

**Ad. spec:** JPG, SWF, PNG • 300x250px • Max. size: 40K.

**C**

**Featured Vendor**

**\$2,500**

Designed to be an exclusive and premier position to promote your company's product or service. Only two ad positions available. No rotation.

**Ad. spec:** JPG, SWF, PNG • 100x55px • Max. size: 20K.

50 Characters for title plus 200 Characters for message.

**D**

**Featured Product**

**\$2,000**

An excellent way to ensure outstanding exposure. Your company receives prominent placement on the homepage and on category result pages as well.

**Ad. spec:** JPG, SWF, PNG • 100x55px • Max. size: 40K.

50 characters for title plus 200 characters for message.

