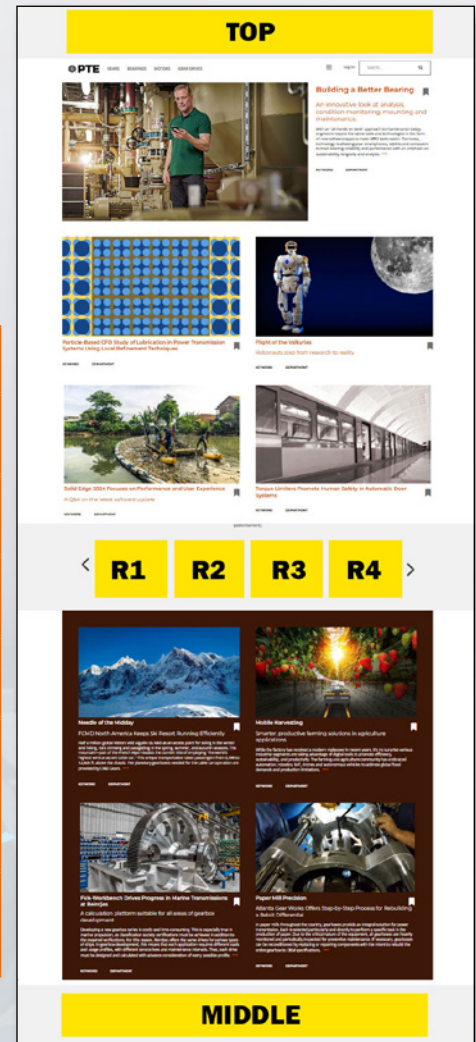


ONLINE: BANNER ADVERTISING

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 | \$1,050 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-5 | 300 x 250 pixels | \$525 per month | Rotating carousel position, placed high on the home page, with additional coverage 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. |
| Sponsored Content | HTML including image, headline and description | \$1,095 per month | Featured placement at the top of search results for one year, plus additional promotion in our quarterly "White Papers & Webinars" email newsletter. |

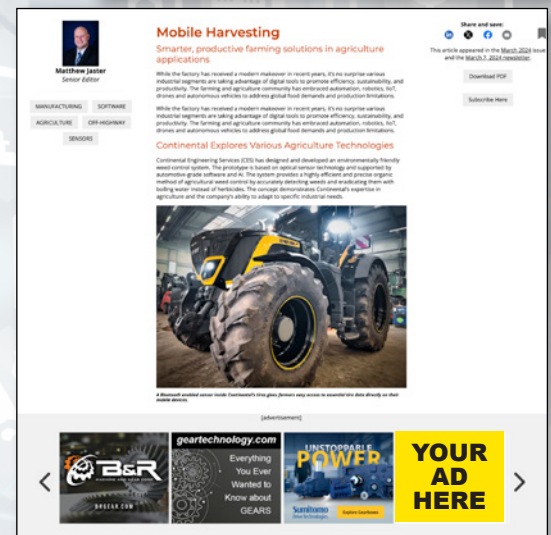


Targeted Keyword Advertising

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.





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 alongside our regular articles.

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.)

| | | | |
|--|---|---|--|
| <p>Whitepaper</p>  <p>R-W</p> | <p>Company</p>  | <p>Video</p>  | <p>Company</p>  |
| <p>Precision Line Shafts - More Widely Used Thanks to Localized Production</p> <p>All-in-one precision line shaft couplings are fast becoming the most popular method of synchronizing motion between belt drive and screw jack actuators, thanks to improved accessibility and shortened lead times. ...</p> | <p>JIE USA Inc.</p> <p>By following our core values of developing precise and reliable products, pursuing organizational professionalism, and maintaining stringent quality standards, JIE has established a worldwide reputation in over 100 countries for offering drive solutions with exceptional performance and outstanding value. ...</p> | <p>Bosch Rexroth Häggglunds Drives Used for Cutter-Suction Dredgers</p> <p>Exceptional power and low inertia were key features for Dutch winch manufacturer Marotechniek when they set out to equip a large cutter-suction dredger for use in gold mining. ...</p> | <p>NORD Drive</p> <p>NORD DRIVES: units, electric m... engineered for a wide range of i... throughout the v...</p> |

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—1,600 x 900 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 for additional information.

