

## 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](mailto:friedman@agma.org) for a custom quotation that meets your specific marketing goals.

BANNER POSITION	SIZE	RATE	FILES	INFO
Top Banner	970 × 90 pixels 728 × 90 pixels 300 × 50 pixels	\$1,050 per month	JPG, PNG, GIF, 50 KB	Position shared among up to 5 advertisers. Appears at the top of the home page and the top of interior pages throughout the site.
R-1 through R-4	300 × 250 pixels	\$525 per month	JPG, PNG, GIF, 50 KB	Rotating carousel position, placed high on the home page, with additional coverage throughout the site.
Middle Banner	728 × 90 pixels 300 × 50 pixels	\$525 per month	JPG, PNG, GIF, 50 KB	Position shared among up to 5 advertisers on home page and throughout the site.
Bottom Banner	728 × 90 pixels	\$370 per month	JPG, PNG, GIF, 50 KB	Position shared among up to 5 advertisers on home page and throughout the site.
Keyword Banners	300 × 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, Gears, Gear Drives and Motors.
Sponsored Content	HTML including image, headline and description	\$1,095 per month	JPG, PNG, GIF, 50 KB	Featured placement at the top of search results for one year, plus additional promotion in our quarterly "White Papers & Webinars" email newsletter

### File Submission

Please submit files to Dorothy Fiandaca, Materials Coordinator, at [fiandaca@agma.org](mailto:fiandaca@agma.org).

### Technical Questions

Contact Megan Harrold, Digital Content Specialist, at [megan.harrold@agma.org](mailto:megan.harrold@agma.org), 847-437-6604.