



Manufacturing Weekly

Lead Generation

Banner and E-newsletter Advertising

Email List Rental

Fast and effective ways to reach manufacturing decision makers

Contact:

Kristen Hampton

370 Technology Drive

Malvern, PA 19355

610-695-8600 ext 126

khampton@pbp.com



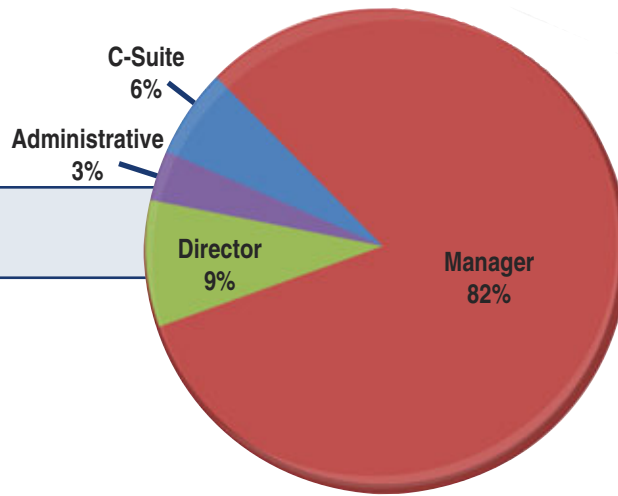
About ManufacturingWeekly.com

ManufacturingWeekly.com reaches over 100,000 decision makers within the Manufacturing market on a weekly basis. ManufacturingWeekly.com provides its weekly subscribers useful and job functional multi-channeled content.

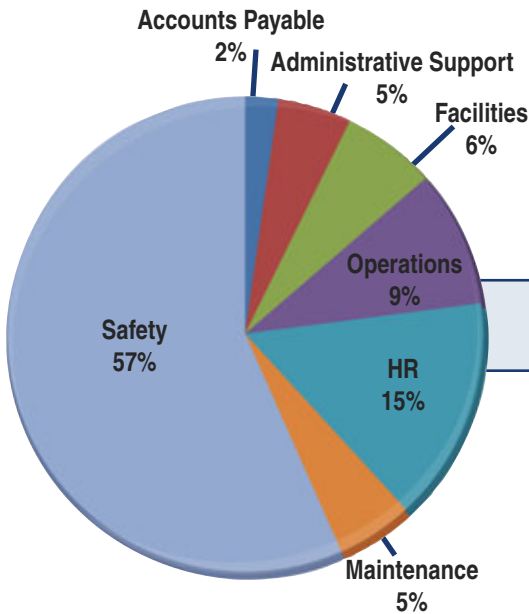
Readership Breakdown:

Reach Your Target Audience

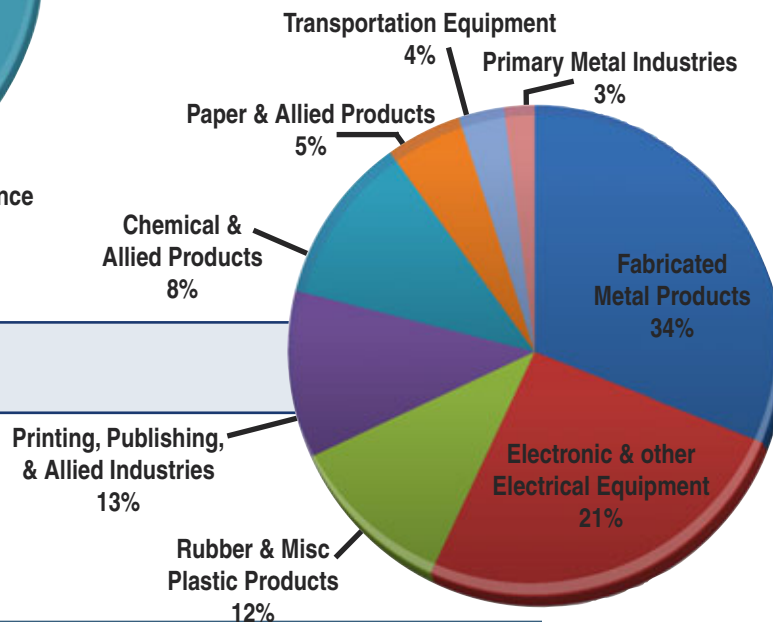
Readership by Title



Readership by Department



Readership by Industry

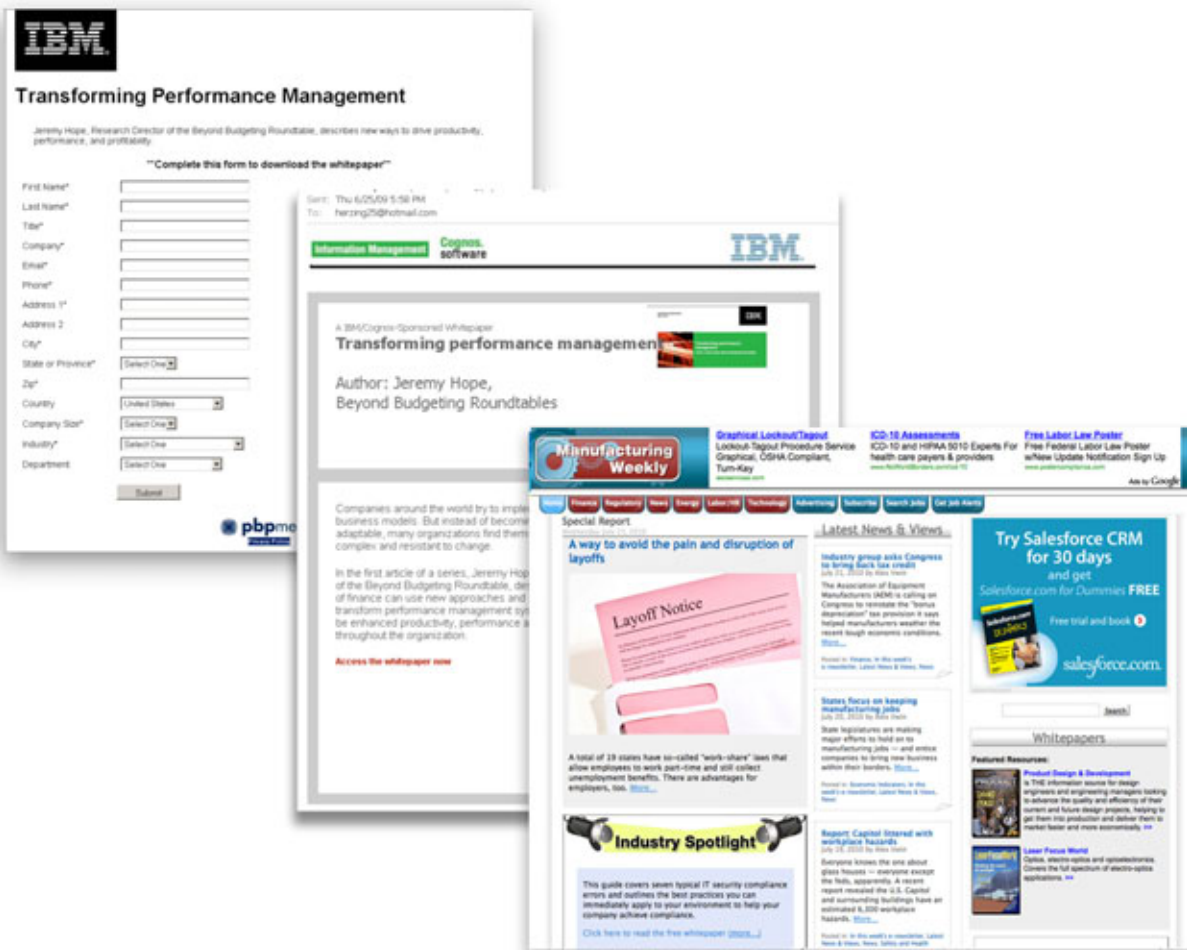


Lead Generation

ManufacturingWeekly.com offers 2 types of Lead Generation on a performance-based cost per lead basis.

Web Promotion

With this lead gen program we take your asset (ex. white paper or case study) and PUSH it to a targeted readership through activities such as eBlasts, eNewsletters, Text Ads, Banners, Homepage Features and Daily Round-ups.



Telesales

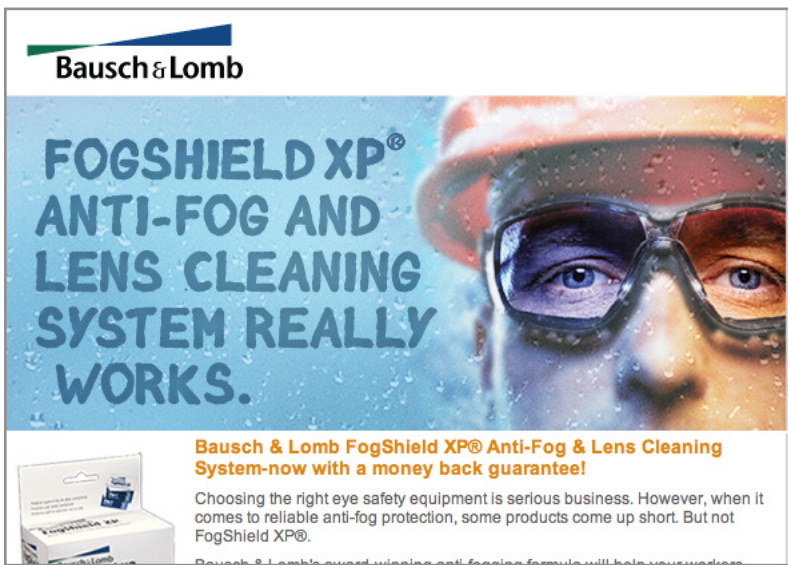
We have also added a optional 'Human' element as well. Our call center will take the abstract of your offer, call out to prospects within your filters, offer your asset as a related topic of interest, and email the prospect a link to your asset.



Banner Ads
 Display Units Available
 ● 728x90 Leaderboard
 ● 300x250 Rectangle

Product Profiles:
 Features:
 ● 1-week homepage feature
 ● 1 e-newsletter sponsorship

E-Newsletter
 Sponsorship Available
 ● 728x90 static ad
 ● 300x250 image or contextual ad



Direct Email Blast
 Your content to our audience.

Get Listed in the Manufacturing E-Catalog



Manufacturing Weekly is proud to bring you the Manufacturing e-Catalog

Roadway Safety Store
We at Roadway Safety Store are trying to make ANSI and other Certified product affordable so that cost will not stand in the way of being safe. We are offering a 10% discount to anyone that uses the Promo Code of SNA1 when they order. [More...](#)

Summit Training Source
Summit Training Source is an expert in environmental, health and safety training curriculum development since 1981. We deliver our content in multiple formats, including Online, Video/DVD, Streaming Video and Elements. Our product offering covers over 100 OSHA, DOT and EPA topics and includes Online OSHA accepted 10 & 30 Hour training for both general industry and construction. [More...](#)

Big's Easy Lift
Big's Easy Lift tools are simple, lightweight lifts that allow workers to use the power of leverage to lift and remove manhole covers, grates, and handhold covers. The lift comes in three styles, each capable of lifting 500 pound. The large wheel unit weighs 23 pounds, the small wheel unit weighs 17 pounds, and the tripod unit weighs 18 pounds. [More...](#)

Mechanix Wear High Performance Work Gloves
Mechanix Wear is the leader in high performance work gloves. It doesn't matter if your toolbox is full of tools for plumbing, automotive repair, electrical work, or even if you're working as part of a crew on an aircraft carrier, hand protection is as important as any other tool in the toolbox. When you need to work faster, safer and cleaner, Mechanix Wear gloves will work for every job. [More...](#)

Bass Pro Shops
Bass Pro Shops® Gift Cards are ideal for safety programs! Whether your employee likes to hunt, fish or just has an appreciation for the great outdoors, a Bass Pro Shops® Gift Card is the perfect gift for any season. 3 Great Ways to Shop! - Bass Pro Shops® retail stores - Bass Pro Shops® catalogs - Online at basspro.com [More...](#)

To view entire list of products go to the [ManufacturingWeekly.com website](#).
Manufacturing Weekly Product Profiles is a catalog service of PBP Media | [Advertise](#) | Copyright © 2010
PBP Media 376 Technology Drive Malvern, PA 19355 1-800-720-5854

Get Listed in the Manufacturing E-Catalog

Benefits of an E-Catalog:

- High visibility for your product – We limit participation to 5 companies so your product stands out
- Participation is easy – You provide your logo or product image plus up to 60 words promoting your product or company
- Helpful reports – Opens and clicks will help you evaluate your campaign

2011 Advertising Rates

Web Banner Ads

Ad Unit	Dimension	Rate
LeaderBoard	728x90	\$30
In-story Rectangle	300x250	\$30
Geo-Target Impressions	either IBU	\$35

E-Newsletters- Exclusive Sponsorship Include 728X90 AND 300x250

Ad Unit	Dimension	Number Weekly Issues	Rate*
LeaderBoard	728x90	1 issue (exclusive)	\$2495 each
In-story Rectangle	300x250	3 issues (exclusive)	\$2195 each
		6 issues (exclusive)	\$1895 each

E-Blasts

Select	Rate*
Entire Database	\$200/CPM
Selects — including title, geo, industry (SIC), and company size	\$250/CPM

*discounts available for multi-week runs

Industry Spotlight Pricing Starts at \$1,000

Showcase your newest products and services on our Homepage and E-Newsletter.

- 2-Week Homepage Feature
- 1 eNewsletter Sponsorship
- Value-Add Banner Impressions (choose 728x90 or 300x250)

Lead Generation

Customized Program-content syndication. Call for Details. Average \$50CPL

Delivery and push methods include, but not limited to E-Blast, E-Newsletter, Banners, Home-page Features, and Run-of-Network reach, with a Customized Lead Form.

E-Catalog

- 1 product listing and ad: \$1,000
- 3 product listings and 3 ads (separate editions): \$2,000 total
- Exclusive e-Catalogs available, call for details.

Materials Requirement

Web Banner Materials:

- 728x90 Leaderboard, flash, .gif or jpeg, 25k max file size, 4 loops max
- 300x250 Rectangle, flash, .gif or jpeg, 25k max file size, 4 loops max

E-Newsletter Materials:

- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static
- Text Ad Spot or Ad Image: 300x250 Rectangle, .gif or jpeg, 25k max file size, static
- approximately 35-50 words of text depending on font size

Email Blasts:

- Subject line for email
- HTML version of email as a standalone file
- HTML email should use inline style (if using style tags), not style sheets or embedded styles.
- Text version of email as a standalone file (.txt file - should not include any HTML)
- Electronic means of opting out of future communications from partner. (Note: PBP Media's standard partner opt-out will also be included at the end of the email.)
- Seeded Names
- Suppression List

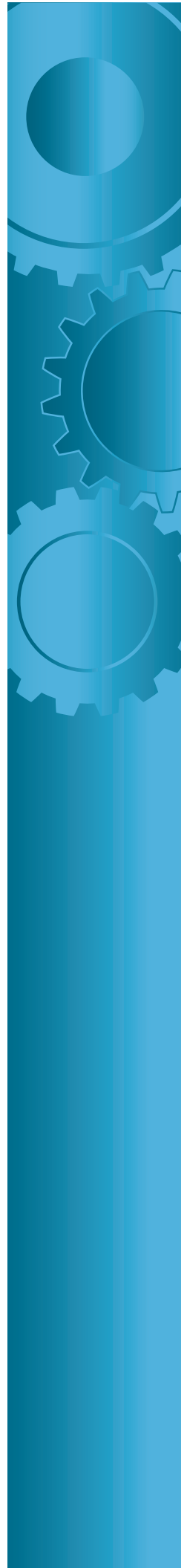
PLEASE NOTE: When creating materials, please do NOT use style sheets! We can not accept them as they tend to get altered, stripped out and/or picked up by email filters.

Content Syndication for EACH asset:

- 300x250 Text Ad Spot (30-50 words). The text should be a teaser leading to the asset.
- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static (for the newsletter placement)
- Text Ad Spot or Ad Image: 300x100 Rectangle, .gif or jpeg, 25k max file size, static -which is about 35-50 words of text depending on font size

Lead Generation:

- For each asset, you are entitled to all creative submissions listed above. Please provide as much creative as available. PBP Media will provide limited creative support.
- Scalable client-approved logo
- Mandatory Fields for Registration Form
- Lead Dissemination requirements



Exclusive E-catalog Material Requirements

- Leader board banner at the top of the E-Catalog (728x 90)
- 5 products -brief description of each (50-60 words) with product image and click through link

Non-Exclusive E-catalog:

- Company logo
- Short paragraph about your company (50-60 words)
- Click through link

Webinar Tab:

- Brief description of webinar
- Scheduled webinar date
- Click through link

Advertising Guidelines & Policies

Animation/Looping Guidelines

No ad loop maximum; total animation time for all lops combined cannot exceed 30 seconds. Ads may not contain persistent rapid or “strobing” animation

Design Guidelines

ManufacturingWeekly.com reserves the right to reject any insertion, graphic, text description, or URL. Ads may never have transparent background and may never blend into content screen. ManufacturingWeekly.com prohibits ad vertisers from displaying ads or infomercials in such a way so that the reader believes the content is news, rather than advertising. Fonts and text elements may not resemble ManufacturingWeekly.com content.

E-Newsletters

For optimal email viewing, E-Newsletter ads must be static jpg or gif only

E-blasts

- Materials are due 1 week prior to scheduled flight date
- Recommended maximum HTML width: 600 pixels
- Images included must be static jpg or gif only; no flash
- Send suppression list as .xls or tab-delimited .txt file
- Subject line and text version also needed

Approval Process for Rich Media

Prior approval from ManufacturingWeekly.com must be given for use of rich media.

