updated 7-21-16

PM PRECISION MANUFACTURING

2017 MEDIA INFORMATION & ADVERTISING RATES

WHY ADVERTISE WITH *PRECISION MANUFACTURING*?

- Read by key decision makers in every precision manufacturing company in the Midwest.
- 54 percent of readers use *Precision Manufacturing* to assist in product and service purchasing decisions.
- Over 45 percent of readers project responsibilities for expenditures in excess of $75,000 in the next year, while nearly every reader expects to be involved in purchasing decisions.
- Reaches thousands of top management engineers and buyers in the manufacturing industry.
- Award-winning publication in both editorial and design.
- Seen by additional readers online @ **www.pm-mn.com**.

SPONSORSHIPS

Precision Manufacturing Journal offers sponsorship opportunities for:

MADE IN MINNESOTA ($2,000): Sponsorship of the article includes a full page ad on the left-facing page of the article with a special sponsor appreciation on the article page.

Custom Sponsorships are available. Contact Bill Remes at *bill@mpma.com* or 952.564.3041 for more information.

ADVERTORIAL CONTENT

**Industry Profiles and Shop Profiles should be reserved 8 weeks in advance of the materials deadline to include advertorial writing.*

INDUSTRY PROFILE (2 or 4 page spread): The Industry Profile gives your company the opportunity to show how you are influencing the industry as a whole. The rate includes advertorial writing and graphic design / layout.

SHOP PROFILE: The Shop Profile allows your company to share its success story and gives the opportunity to reach tens of thousands of readers. The rate includes advertorial writing; however, you will need to supply specific contacts and questions.

INDUSTRY SPOTLIGHT: This special two-page spread features advertorial content showcasing your company's best attributes, new developments - anything you wish to highlight about your company giving you maximum exposure. Typical layout of this spread features advertorial content on the left-hand page and your company's ad on the right page.

CASE STUDY: Tell readers about your small or mid-sized shop in a one-page format with advertorial content, pictures, and company logo. The rate includes creative assistance from a designer and advertorial content writing specialist; however, you need to supply specific contacts and pictures.

PANORAMIC: Show off your shop floor with photographs and descriptions of your business in this two-page format. The rate includes creative assistance from a designer, photographer, and advertorial content writing specialist; however, you need to supply a company representative as a resource.

MORE INFORMATION regarding deadlines, ad requirements, terms and conditions on reverse. >>>

RATES:

	1x Member	1x Non-Member	3x Member	3x Non-Member	6x Member	6x Non-Member
Full Page - *In First 6 Pages*	2,300	2,565	2,200	2,345	2,100	2,125
Black and White - *In First 6 Pages*	2,050	2,250	1,850	2,050	1,750	1,885
Full Page	2,150	2,365	1,950	2,145	1,750	1,925
Black and White	1,750	1,925	1,550	1,705	1,350	1,485
1/2 Island	1,550	1,705	1,450	1,595	1,350	1,485
Black and White	1,100	1,210	1,000	1,100	900	990
1/2 Horizontal	1,350	1,485	1,250	1,375	1,150	1,265
Black and White	850	935	750	825	650	715
1/4 Page	850	935	700	880	600	825
Black and White	550	605	500	550	400	495

	1x Member	1x Non-Member		1x Member	1x Non-Member
Inside Front Cover Two-Page Spread	4,100	4,450	**Back Cover**	2,250	2,475
Inside Front Cover	2,400	2,510	**Shop Profile**	2,750	3,150
Inside Back Cover	2,100	2,250	**Industry Profile (2pg)**	2,750	3,150
Industry Spotlight	2,750	3,150	**Industry Profile (4pg)**	4,750	5,200
Case Study	1,750	2,100	**Panoramic**	2,750	3,150

	1x Member	1x Non-Member	3x Member	3x Non-Member	6x Member	6x Non-Member
Cover-Corner Triangle	935	880	880	2,345	825	2,125

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PM PRECISION MANUFACTURING

This mission of *Precision Manufacturing* is to promote manufacturing business in the state of Minnesota and surrounding region through serving as a communication link for the manufacturing industry.

DEADLINES AND SCHEDULE

Issue	Materials Due	Mail Date
January / February	Dec. 7, 2016	Jan. 15, 2017
March / April	Feb. 7, 2017	Mar. 15, 2017
May / June	Apr. 7, 2017	May 15, 2017
July / August	June 7, 2017	July 15, 2017
September / October	Aug. 7, 2017	Sept. 15, 2017
November / December	Oct. 7, 2017	Nov. 15, 2017

**All dates are subject to change*

2017 EDITORIAL CALENDAR

Each issue of *Precision Manufacturing* has a specific editorial focus that is reflected in the advertising as well.

January / February: Buyer's Guide / Economic Outlook
March / April: Workforce Development
May / June: Manufacturing Sector Focus (TBD)
July / August: Manufacturing Sector Focus (TBD)
September / October: Emerging and Disruptive Technologies
November / December: State of the Industry

**All focuses are subject to change*

MATERIAL REQUIREMENTS

Our preferred file format is a press ready PDF.

We will accept: Indd, PSD, AI, EPS, TIFF, PS and other formats. Ensure that all fonts, graphics and photos are included with applicable formats.

QUESTIONS:

If you have any questions, concerns or need to set up a file transfer please contact Sean Coleman at **sean@mpma.com** or 952.564.3065.

CIRCULATION

First published in 1958, *Precision Manufacturing* is a controlled circulation magazine mailed to job shop owners, managers and engineers, industrial suppliers, distributors, OEM buyers and purchasing agents, manufacturing representatives and technical colleges.

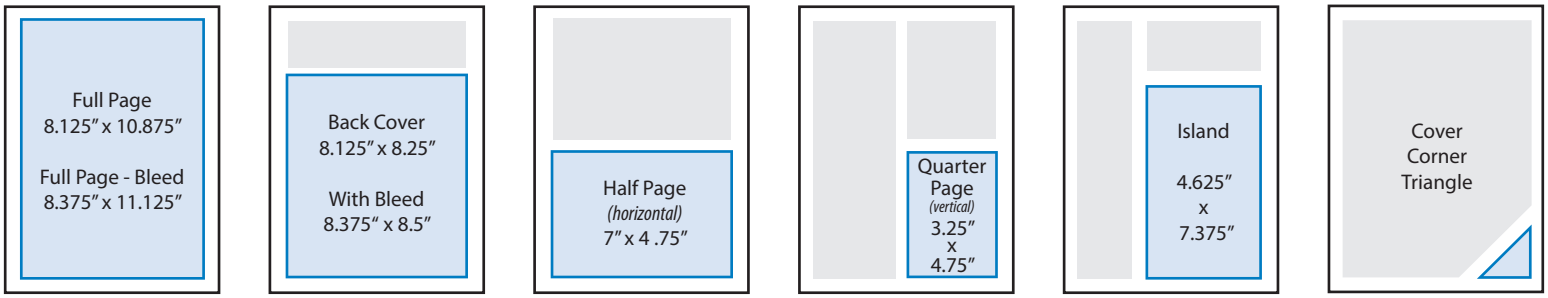
Precision Manufacturing also can be viewed online at **www.pm-mn.com**. Everyone who receives a print edition of the Journal also receives the online version sent directly to their inbox.

Print Circulation: 8,200

Readership: 24,000

Circulation Verification: Readers must submit a written request to receive *Precision Manufacturing* and the request must include a company description.

AD DIMENSIONS



TERMS

Agency Commissions: None

Late Payments: A finance charge of 1.2 percent will be applied to all invoices over 60 days past due.

www.pm-mn.com

FOR MORE INFORMATION AND WEB ADVERTISING OPPORUNITIES

Contact **Bill Remes**, director of sales, membership & advertising at bill@mpma.com or **952.564.3041.**