

2017 MEDIA INFORMATION & ADVERTISING RATES

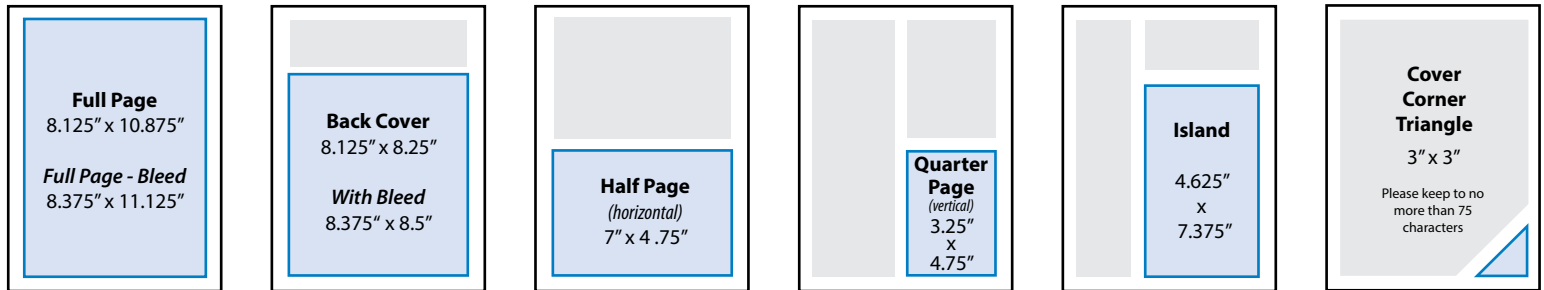
RATES:

	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	850	935	700	880	600	825

AD DIMENSIONS



WHY ADVERTISE WITH PRECISION MANUFACTURING?

- Read by **key decision makers** of top management engineers and buyers 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.
- **Award-winning** publication in both editorial and design.

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

Materials due the 7th of the month prior to publication date.

ie. December 7th for the January / February Issue.

Mail date is typically the 15th of the month.

ie. January 15th for the January / February Issue.

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 two-page Shop Profile allows your company to share its success story. 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, and new developments. Typical layout of this spread features advertorial content on the left-hand page and your company's ad on the right-hand 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.

SPONSORSHIPS

Precision Manufacturing Journal offers sponsorship opportunities. Custom sponsorships are available. Contact Bill Remes at bill@mpma.com or 952.564.3041 for more information.

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*

CIRCULATION

Print Circulation: 7,000

Readership: 21,000

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

Web Average: (www.pm-mn.com)

- 1,000 monthly visits
- 1,500 monthly page views

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.

Please provide press ready PDF only. 300 dpi, CMYK, Ink coverage 300% or less.

QUESTIONS:

If you need to supply a different file format or set up a file transfer please contact Sean Coleman at sean@mpma.com or 952.564.3065.

TERMS

Agency Commissions: None

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

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FOR MORE INFORMATION AND WEB ADVERTISING OPPORUNITIES

Contact Todd Cusumano, sales manager at todd@mpma.com or 772.402.5330.