

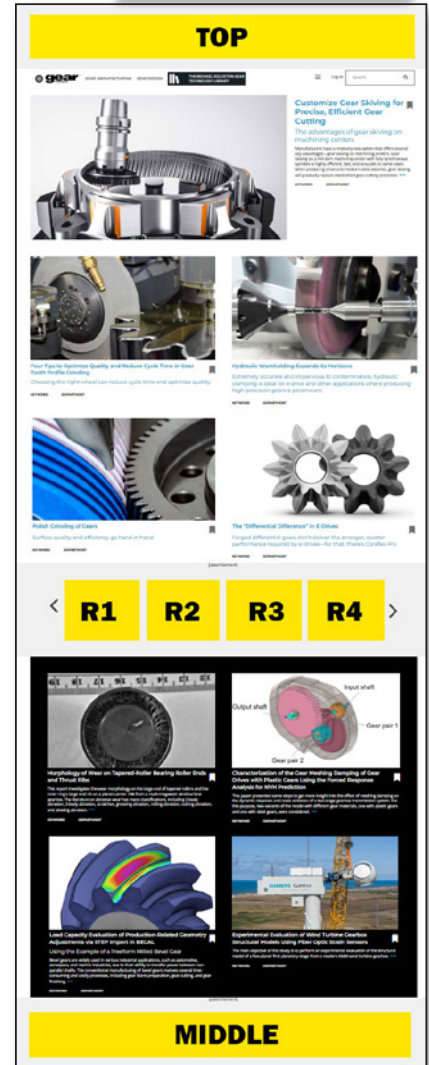


Online: Banner Advertising

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 e-mail 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 throughout the site.
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 Ads	300 x 250 pixels	\$525 per month per keyword	Available keywords include: bevel gears, cutting tools, gear design, grinding, heat treating, hobbing and inspection.
Sponsored Content	HTML including image, headline and description	\$1,095 per month	Great for promoting white papers or videos! Includes registration page and sales leads from those who access the content.



Targeted Keyword Advertising

On geartechnology.com, related content is displayed throughout the site, and that includes advertising. We offer targeted keyword advertising for the following high-volume search terms:

- BEVEL GEARS
- CUTTING TOOLS
- GEAR DESIGN
- GRINDING
- HEAT TREATING
- HOBBING
- INSPECTION

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.



MEDIA GUIDE

Online: Banner Advertising

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.

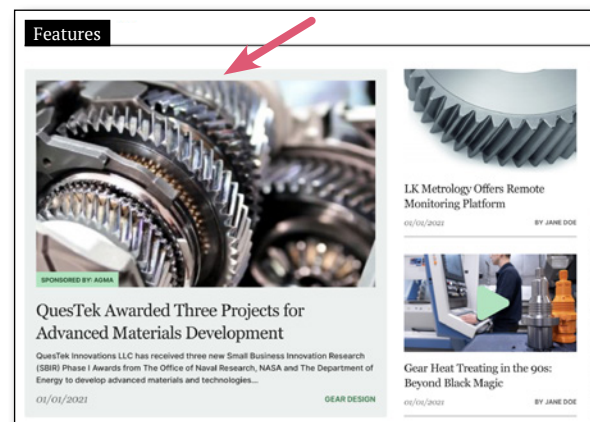
Sponsored content can appear on our home page, in our E-Mail Newsletters (as a featured article), and in our internal site search engine results.

Sponsored Content (Native Advertising) on the *geartechnology.com* HOME PAGE (\$1,095/month)

Place your educational white paper, article or video right on our home page, in the featured content section alongside our regular articles. There is a maximum of ONE sponsored content ad available on the home page at any given time.

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.)



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—1,000 x 600 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 & Sales Manager, friedman@agma.org for additional information.

