

## EMAIL IMPACT

Connect with mold building and die cast die customers and prospects, reach decision-makers and build industry visibility in the AMBA EBeat online resource:

- 3,000+ circulation
- Product launches
- Up-to-date industry news
- Technology trends
- Association news and events
- Market reports

## AMBA EBeat MARKETING OPPORTUNITIES

The AMBA EBeat is a cost-effective vehicle, driving traffic through direct links to your website. EBeat reaches a national audience on a monthly basis, and reaches a global audience through AMBA.org website.

### LEADERBOARD AD - 600 x 153 pixels

Located directly under the EBeat masthead, this prime advertising opportunity provides advertisers instant, maximum exposure with direct links to their websites. One Leaderboard Ad is available per issue.

### SKYSCRAPER AD - 153 x 350 pixels

Located at the top of the EBeat in the left-hand column, this prime-positioned advertising opportunity provides advertisers immediate, forefront exposure with direct links to their websites. One Skyscraper Ad is available per issue.

### BANNER - 153 x 190 pixels

Located in the EBeat left-hand column, this advertising opportunity provides advertisers instant exposure with direct links to their websites.

### TEXT BANNER - 125 x 125 pixels with 25-30 words of text

Located after the first EBeat story, this unique advertising forum includes a 125 x 125 pixel image or logo, 25 to 30 words of text and a direct link to desired site.

- Prime Position Text Banner - located after the first story (1 available / issue)
- Standard Position Text Banner - located after the third and fifth stories (2 available / issue)

Size	Frequency	
	3 months	6 months
Leaderboard (600 x 153 pixels)	\$460 (per month)	\$400 (per month)
Skyscraper (153 x 350 pixels)	\$460 (per month)	\$400 (per month)
Banner (153 x 190 pixels)	\$345 (per month)	\$285 (per month)
Prime Position Text Banner	\$230 (per month)	\$175 (per month)
Standard Position Text Banner	\$200 (per month)	\$150 (per month)

**Required Formats**

- Send all banners as .jpg files only.
- Files should be at least 72 dpi and RGB color, and no larger than 50KB in size.

The screenshot displays the AMBA EBeat website interface. At the top, there's a masthead with the AMBA logo and the text 'EBeat THE ONLINE RESOURCE FOR U.S. MOLD BUILDERS'. Below this is a navigation bar with links for HOME, CALENDAR, FIND A MOLD BUILDER, MEMBER BENEFITS, CONTACT, and JOIN. The main content area is divided into several sections:

- LEADERBOARD - 600 x 153 pixels:** A large banner at the top right with the text 'We brand are new.' and 'HASCOD'.
- SKYSCRAPER - 153 x 350 pixels:** A vertical ad on the left side.
- BANNER - 153 x 190 pixels:** A smaller ad below the skyscraper.
- PRIME POSITION TEXT BANNER:** A text-based ad with a 'GRAINGER' logo.
- STANDARD POSITION TEXT BANNER:** Another text-based ad, also featuring the 'GRAINGER' logo.

On the right side, there's a 'In This Issue' section listing several articles with bullet points, including 'AMBA Launches Virtual Forum on Continuous Improvement' and 'Annual Wage and Salary Survey Now Open'. Below this is a 'Save the Date for AMBA Forum: The Application of Continuous Improvement' section with details about the event on November 4-5, 2020. Further down, there's an 'Annual Wage and Salary Survey Now Open' section with a deadline of October 16, 2020. Another section titled '80% Sold "Get Lean - A Project-Based Application Series for Emerging Leaders"' is also visible. The bottom of the page features another 'STANDARD POSITION TEXT BANNER' with the 'GRAINGER' logo.



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