

MAXIMUM ONLINE VISIBILITY

Connect with customers and prospects, reach decision-makers and build advertising visibility in the industry in the AMBA EBeat online resource.

AMBA EBEAT MARKETING OPPORTUNITIES

The American Mold Builder EBeat is distributed to more than 4,000 (and growing) mold building and die cast die manufacturers throughout the US on a monthly basis, providing

- Increased circulation
- Up-to-date industry news
- Market reports
- Product launches
- Technology trends
- Association news and events

This cost-effective advertising vehicle offers numerous ways to get in front of a national audience and drive traffic through direct links to your website.

EBEAT ADVERTISING SPECIFICATIONS

LEADERBOARD AD

Ad Size: 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

Ad Size: 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

Ad Size: 153 x 190 pixels

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

PRIME POSITION TEXT BANNER

Ad Size: 125 x 125 pixels with 25-30 words of text

Located after the first EBeat story, this unique advertising forum includes a 125x125 pixel image or logo, 25 to 30 words of text and a direct link to desired site. One available per issue.

The screenshot displays the AMBA EBeat website interface. At the top is the masthead with the AMBA logo and the text "EBEAT THE ONLINE RESOURCE FOR U.S. MOLD BUILDERS". Below the masthead is a navigation menu with links for HOME, CALENDAR, FIND A MOLD BUILDER, MEMBER BENEFITS, CONTACT, and JOIN. A large banner area features a "LEADERBOARD - 600 x 153 pixels" ad with a "click here!" button. To the right, the "In This Issue" section for "20 September 2018" lists several articles, including "AMBA Releases Report on Recruiting the Millennial" and "Educational Outreach Award - Deadline Approaching!". Below this, a "SKYSCRAPER AD" (153 x 350 pixels) is shown with a "click here!" button. Further down, a "BANNER" (153x190 pixels) is displayed with a "click here!" button. The main content area features a photograph of two young boys wearing safety glasses, with the headline "AMBA Releases Report on Recruiting the Millennial". Below the photo, there is a "PRIME POSITION TEXT BANNER" (125 x 125 pixels) with a "click here!" button. At the bottom, there is a "Become An Advertiser" button and social media icons for Twitter, Facebook, and LinkedIn.

THE AMERICAN MOLD BUILDER EBEAT RATES AND SIZE

Size	Frequency	
	3 months	6 months
Leaderboard (600x153 pixels)	\$425 (per month)	\$370 (per month)
Skyscraper (153x350 pixels)	\$425 (per month)	\$370 (per month)
Banner (153x190 pixels)	\$320 (per month)	\$265 (per month)
Prime Position Text Banner*	\$215 (per month)	\$160 (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.

* Includes a 125x125 pixel photograph or logo and 25 to 30 words of text with a direct link to desired URL. The Prime Position Text Banner will be located after the first news story.