2027 MEDIA KIT

PROVIDING **PROFESSIONALS IN AUTOMOTIVE PRODUCT DEVELOPMENT AND PRODUCTION** WITH THE LATEST INDUSTRY NEWS, DESIGN TRENDS, MANUFACTURING STRATEGIES AND SUPPLY CHAIN SOLUTIONS.

AUTOMOTIVE DESIGN & MANUFACTURING

UNIT 202 PRODUCTIONS

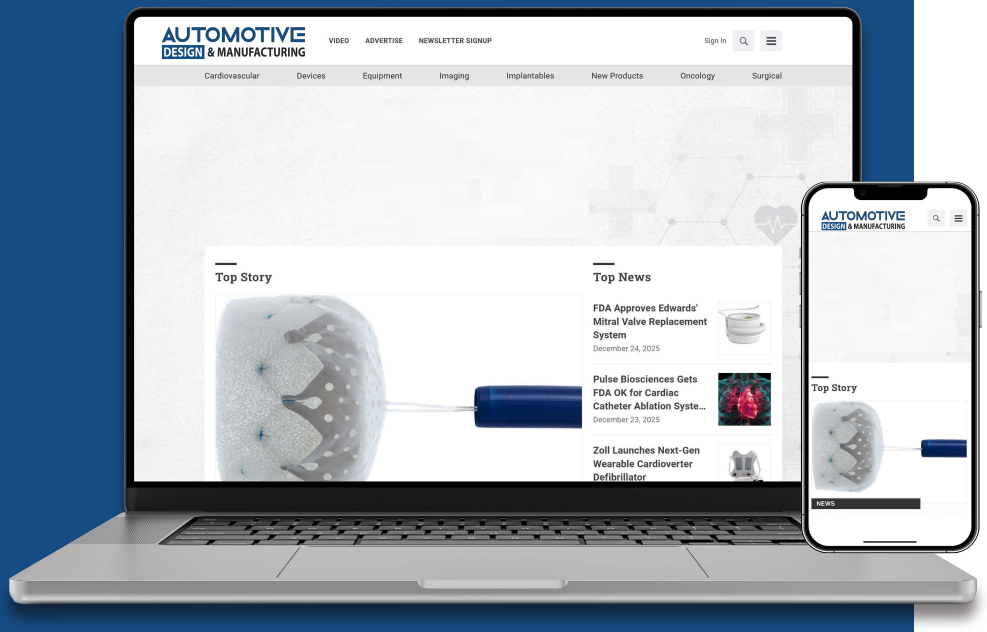
ADVERTISING@AUTOMOTIVEDM.COM | (608) 628-8718 | AUTOMOTIVEDESIGNMANUFACTURING.COM

ABOUT US

WE COVER THE DESIGN, PRODUCT DEVELOPMENT & MANUFACTURING OF VEHICLES, SYSTEMS AND RELATED PRODUCTS AND SERVICES.

Our dedicated team can call upon decades of experience to help execute your marketing strategy. ADM's custom approach enables marketers to create brand awareness, drive leads and position their companies as thought leaders.

- ☑ Content Creation (Whitepapers, eBooks, Infographics, Video)
- ☑ Content Syndication
- ☑ Custom Newsletter
- ☑ Customer Research
- ☑ Daily Newsletter
- ☑ Lead Generation (MQL or CPC)
- ☑ Native Advertising
- ☑ Sponsorships
- ☑ Video (Whiteboard, 360, 5 Minutes With, Sales Brochure, Unboxing)
- ☑ Video Ads
- ☑ Video Podcasts (New Webinar Format)
- ☑ Website Display
- ☑ Social Media Marketing



AUTOMOTIVE DESIGN & MANUFACTURING

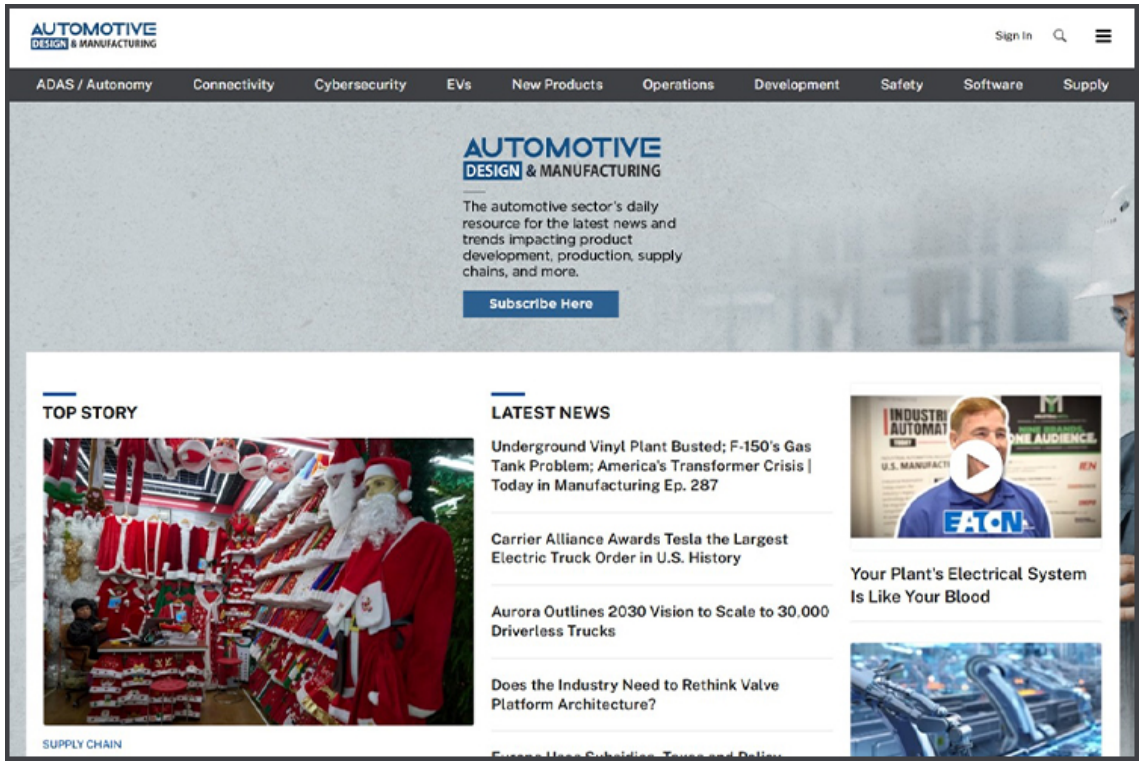
A NEW OPTION FOR AUTOMOTIVE DESIGN & MANUFACTURING PROFESSIONALS

Automotive Design & Manufacturing (ADM) offers the automotive sector a dedicated voice on the latest news and trends impacting product development, production, supply chains and more.

ADM provides the ideal environment for innovative content marketing and custom lead generation programs, as well as traditional sponsorship opportunities via targeted digital and video content.

ADM's daily newsletter reaches 15,000+ subscribers, delivering a constant mix of news, analysis, video and product information.

Every day, ADM highlights the latest technologies and trends throughout the automotive sector, and provides insight on the impacts of key market conditions, regulatory issues and emerging technology.

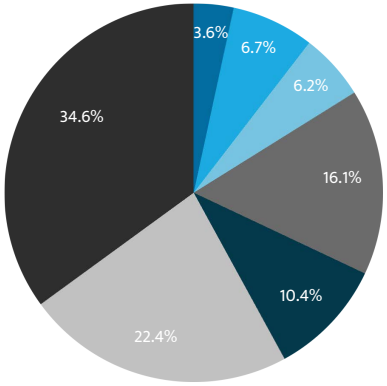


REACH

WHO WE ARE

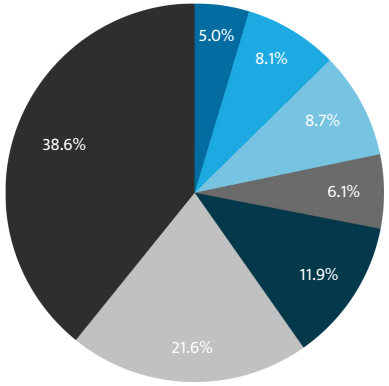
We serve a diverse collection of stakeholders throughout the automotive sector, engaging a strong collective of titles that play key roles in getting the latest offerings to market.

ADM BY EMPLOYEE NUMBER



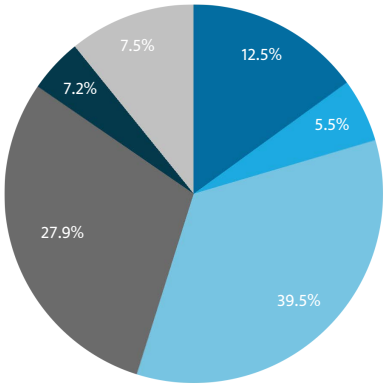
- Less than 10- 3.6%
- 10 - 50 - 6.7%
- 50 - 100 - 6.2%
- 100 - 500 - 16.1%
- 500 - 1000 - 10.4%
- 1000 - 5000 - 22.4%
- More than 5000 - 34.6%

ADM BY ANNUAL SALES



- Less than $5M - 5.0%
- $5M - $50M - 8.1%
- $50M - $200M - 8.7%
- $200M - $500M - 6.1%
- $500M to $1B - 11.9%
- $1B - $5B - 21.6%
- More than $5B - 38.6%

ADM BY TITLE



- Executive Management - 12.5%
- IT - 5.5%
- Manufacturing & Production - 39.5%
- Product Development - 27.9%
- Purchasing - 7.2%
- Supply Chain - 7.5%

TOP COMPANY ENGAGEMENT

Top decision makers from companies of all sizes turn to Automotive Design & Manufacturing to stay up to date on the latest industry trends, new products and technology. Our content is updated daily, creating a highly engaged user and offering the perfect environment for your marketing message.

- BENDIX
- BMW
- BORGWARNER
- BOSCH
- CONTINENTAL AUTOMOTIVE
- CUMMINS
- DAIMLER
- DANA
- EATON
- FEDERAL MOGUL
- FIAT
- FORD
- GENERAL MOTORS
- HELLA
- HONDA
- HONEYWELL
- HYUNDAI
- JAGUAR-LAND ROVER
- KENWORTH
- KIA
- LEAR
- MACK
- MAGNA
- MAZDA
- MERCEDES
- NAVISTAR
- NISSAN
- NSK
- PACCAR
- PETERBILT
- RIVIAN
- SIEMENS
- SKF
- SMITH-NEPHEW
- STELLANTIS
- TENNECO
- TESLA
- TOYOTA
- VALEO
- VISTEON
- VOLKSWAGEN
- VOLVO
- ZF INDUSTRIES

EDITORIAL

2027 EDITORIAL CALENDAR

EDITIONS	INDUSTRY FOCUS	PRODUCT FOCUS	PRODUCT SPOTLIGHT	SHOW COVERAGE
JANUARY	Nearshoring, Infotainment, Connectivity	ADAS/Autonomy, Braking	Couplings, Fuses, Actuators	CES
FEBRUARY	Supply Chain	Engine, Materials	Cooling, Gears, Processors	
MARCH	EV Tech, Tariffs	Safety, Fuel Injection	Connectors, Motors, Electronic Components	EV Charging Summit
APRIL	Onshoring, Sensor Systems	Software	Capacitors, Plugs, Switches	SAE World Congress; RAPID + TCT
MAY	Intelligent ICE Tech, Real-Time Engine Monitoring	Connectivity	Actuators, Chips, Power Supplies	Automate
JUNE	HEV & PHEV Tech, Software-Defined Vehicles (SDVs)	Operations	Adhesive, Brakes, RFI/EMI Shielding	AutoTech Detroit
JULY	Real-Time Engine Monitoring, Rare Earth Elements	Product Development	Batteries, Drives, Gearheads, Sensors	
AUGUST	Labor Costs, Cybersecurity	Sensors	Cables, Holders, Optics	
SEPTEMBER	Artificial Intelligence, Battery Technology	Drivetrain	Accelerometers, Servo & Stepper Motors, Transceivers, Vision	
OCTOBER	Skills Gap, SUVs	Suspension	Drivers, Enclosures, Oscillators	The Battery Show; Auto Testing Expo
NOVEMBER	Thermal Management, Software-Led Production	Chassis	Caps, LEDs, Varistors	SEMA
DECEMBER	Regulations, ESG	Electrical Systems	Converters, Regulators, Wire	

AUTOMOTIVEDESIGNMANUFACTURING.COM

WEBSITE ADVERTISING OPTIONS & RATES



DESKTOP



MOBILE

A **Leaderboard:**
$95 CPM | 970x90 Desktop, 728x90 Tablet, 300x50 Mobile

B **Boombox:**
$95 CPM | 300x250

C **Billboard:**
$95 CPM | 970x250 Desktop, 300x250 Mobile

E **Reveal Ad:**
$275 CPM | Requires 2 independent creatives as outlined in E1 and E2 (.jpg and/or .png only) Third party tags not accepted

E1 2500x1450 background image

E2 300x250 transparent.png or .jpg (messaging/call-to-action should go here)

Native Ads $109 CPM - Use high quality content coupled with relevant placement to drive engagement with your brand. Native campaigns provide a seamless environment with editorial to increase meaningful engagement.

Native Advertising Assets: Articles, infographics, videos, case studies, whitepapers, podcasts and ebooks are some of the assets used in native ad campaigns.

Native Ad Specs -20-75 Character headline-40-120 character body-600X400 pixel image (.jpg or .png ONLY) with no text on image. -Logo 300pixel wide max., centered on top of image for best display options - URL

Integration: Seamless self managing campaigns using our Native Advertising Dashboards.

AD SPECS:

- Maximum file size - 1 MB
- .jpg, .png, .gif, HTML5 zip file, and custom thirdparty code
- Include linking URL for ad units

DAILY NEWSLETTER

2027 DAILY NEWSLETTER SPECS & RATES

Our e-newsletters offer a unique combination of industry news, original editorial, and new technology updates. Each deployment features fresh content, giving subscribers a compelling reason to open and engage.

ADM LEADS THE MARKET WITH THE HIGHEST OPEN RATE AND CTOR IN THE INDUSTRY*

**Omeda Benchmark Study*

PRICING:

ADM Today: Monday-Friday

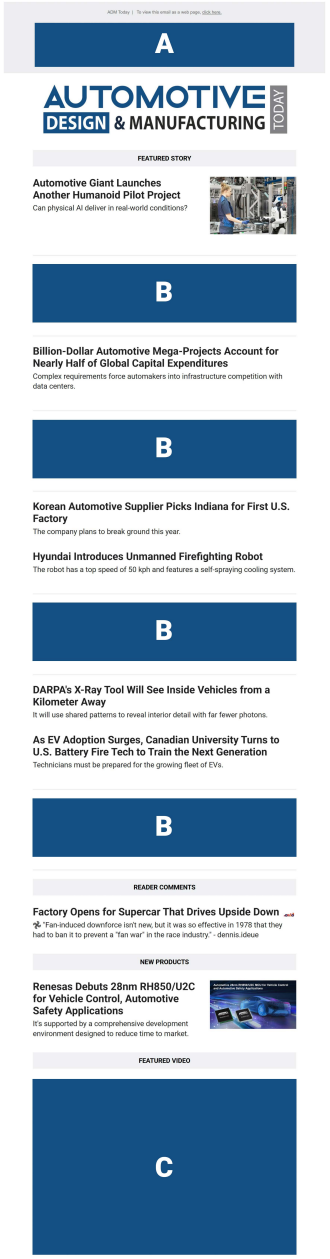
A - LEADERBOARD	**$3,145**
B - INLINE	**$2,620**
C - FEATURED VIDEO POSITION	**$3,295**

ADM Weekly: 5 Consecutive Weeks

A - LEADERBOARD	**$3,880**
B - INLINE	**$3,145**
C - FEATURED VIDEO POSITION	**$3,995**

AD SPECS:

- **Leaderboard:** 600x100 pixels & link
- **Inline text & image ad:** 50 character headline, 250 characters of text, 300x250 pixel image (displays 150x125) and link
- Maximum File Size: 1MB
- File Type: .jpg
- **Featured Video Position:** .jpg, headline, 60 characters of text, description of the video
- Include linking URL for ad units



LEADERS

LEADERS

INTRODUCING THE LEADERS CAMPAIGN OPTION BY AUTOMOTIVE DESIGN & MANUFACTURING

List your company in **LEADERS,** a smart, category-driven directory that features your company alongside relevant editorial content on ADM's website.

LEADERS gives companies the high-impact opportunity to showcase your products and services to thousands of automotive design engineers, operations engineers, and supply chain managers as they engage with content on ADM's website that is related to your products and services. By being featured in our **LEADERS** program, your business gains unmatched visibility with an audience actively searching for new products, technologies and solutions.

Stand out from the competition and connect directly with decision-makers eager to partner with companies like yours in the perfect environment.

WHY PARTICIPATE?

Maximize Visibility: Your company profile will appear next to editorial content that aligns with your expertise and offerings.

Centralized Content Hub: All published content on ADM will be directly linked to your company profile.

Enhanced Profile Options: Enrich your listing with product releases, YouTube videos, case studies, and more.

Performance Insights: Receive a year-end engagement report detailing how audiences interacted with your profile.

Sustained Presence: Your category remains live through the end of 2027. Monthly Exposure: A dedicated newsletter each month highlights your chosen category.

CATEGORIES:

- ADAS/Autonomy
- Connectivity
- Cybersecurity
- EVs
- Materials
- New Products
- Safety
- Software
- Supply Chain

PRICING:

- 1 Category: $4,995 (25,000 impressions guaranteed)
- 2 Category Package: $8,991 (50,000 impressions guaranteed)
- 3 Category Package: $13,186.80 (75,000 impressions guaranteed)
    - Packages available for 3+ categories

SMART ENGAGEMENT

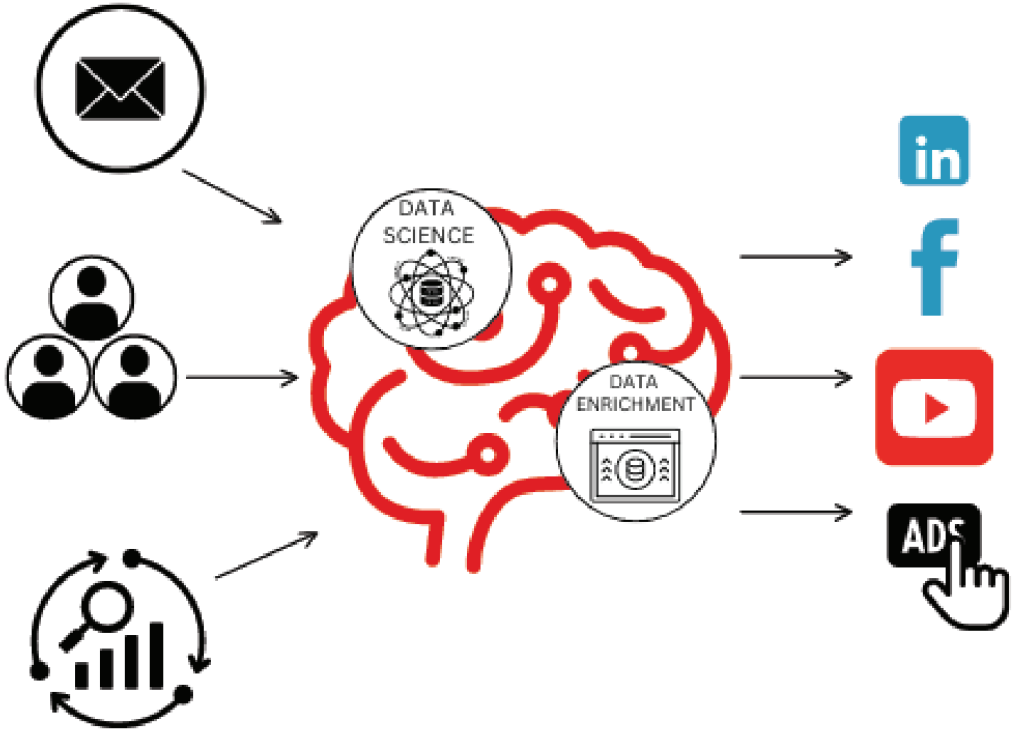
Leverage our AI-powered platform to reach your ideal audience with greater precision. Choose from three tailored programs for impressions, engagement or qualified lead generation.

UNIFIED SUBSCRIBER DATA:
The Smart Engagement Platform aggregates ADM subscriber and reader data from multiple channels, providing a 360-degree view of the prospect.

IMPROVED DATA ACCURACY:
By unifying and cleaning data, The Smart Engagement Platform ensures that the customer information is accurate and up-to-date.

DATA-DRIVEN DECISIONS:
The Smart Engagement Platform provides insights and analytics that help in making informed marketing decisions and optimizing strategies.

REAL-TIME MARKETING:
The Smart Engagement Platform enables marketers to react quickly to customer behavior and deliver timely messages.



PRE-TARGETING & SOCIAL OPTIMIZATION	CONTENT OPTIMIZATION	CONTENT OPTIMIZATION WITH LEADS
$3,150/month	**$12,995/month**	**$21,995/month**

LEAD GENERATION

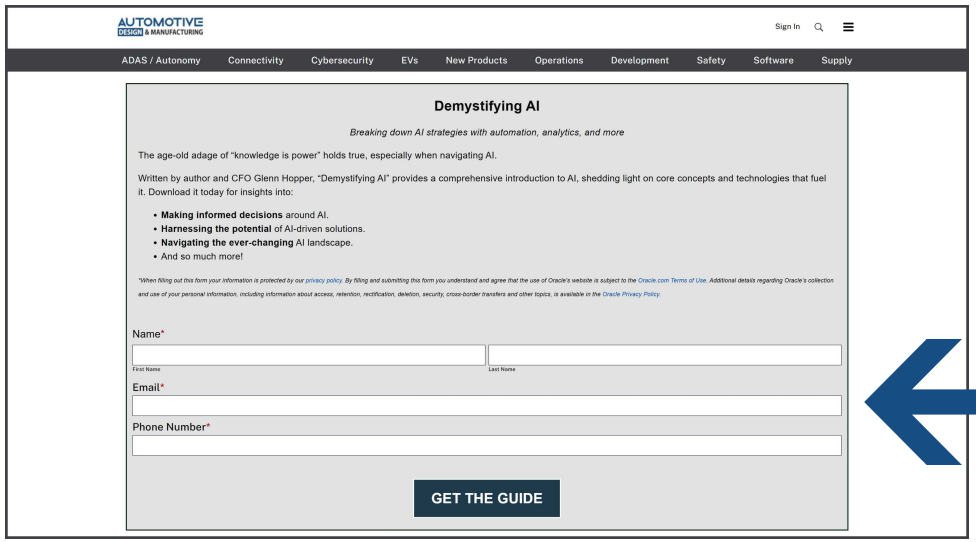
HIGH LEVEL MQL LEAD GENERATION PROGRAM

Effortlessly extend your reach across ADM while generating high-quality registration leads through our Marketing Qualified Lead program. We utilize your valuable content to precisely target your chosen audience, delivering guaranteed leads.

WHAT WE NEED FROM YOU:

Simply provide us with three or more of the following:

- Whitepapers
- E-books
- Videos
- Infographics
- Research Studies
- Webinars



LANDING PAGE EXAMPLE

WHAT HAPPENS NEXT:

Our production team will create a custom landing page and all promotional materials. We employ various channels, such as e-newsletters, custom deployments, and social media to optimize your campaign in delivering the best return on your marketing investment.

CONTENT CREATION SERVICES

WHITE PAPERS, EBOOKS, INFOGRAPHICS & VIDEO THAT DRIVE ENGAGEMENT

Every format serves a different stage of the buyer's journey — from technical consideration to deeper engagement and lead generation.

WHITE PAPERS:
Offer technical solutions for consideration-stage prospects.

EBOOKS:
Provide deeper context and effective lead generation.

INFOGRAPHICS:
Increase traffic through highly visual, easy-to-digest content.

VIDEO:
Creates an authentic connection for potential conversions.



WRITTEN CONTENT	VIDEO
$3,995	**$4,720**
Includes 1,000 words; $1.90 per word thereafter	

CONTENT SYNDICATION PROPOSAL

COST-EFFECTIVE REACH ACROSS OUR ENTIRE AUDIENCE

Content syndication is a highly turnkey way to get in front of our entire audience — send over your assets, and we handle ad copy, hosting, marketing, and optimization.

MORE EFFICIENT:
A better value than purchasing individual newsletters or eblasts at a la carte rates — clients receive $20,000–$30,000 in marketing deployments for the proposal below.

GUARANTEED REGISTRATION LEADS:
100-lead campaign, delivering first name, last name, email, company, and job title.

QUALIFIED AUDIENCE:
Non-manufacturing/distribution companies, students, consultants, competitors, sales reps, and retired professionals are removed.

PRIMARY CHANNELS:
Newsletter deployments and single sponsored eblasts, with website advertising and social media as secondary options.

WHITEPAPER

$16,745

Includes 100 registration leads — 1,000-word whitepaper.

EBOOK

$18,645

Includes 100 registration leads — 2,000-word eBook.

Custom research videos also available. Rates include hosting, marketing, content creation, and campaign management.

VIDEO PODCAST

WEBINAR FORMAT THAT USES VIDEO TO ENGAGE YOUR TARGET AUDIENCE

A new webinar format that uses video to engage your target audience. Video Podcasts are interactive, easy to consume and offer more shelf life than a traditional webinar.

Traditional webinars are time consuming and require company resources at a time where marketers are stretched thin and don't have several hours to create powerpoint presentations. Video Podcasts require a fraction of the time while the end result is a better quality product that can be used to generate qualified leads across all marketing channels.

Video Podcasts are pre-recorded, edited and approved by sponsors before the canned video podcast is presented "live."

SPONSORED WEBINAR TOPICS

Position your company as a thought leader and generate leads using our unique video format.



- AI in Manufacturing
- Ecommerce in Manufacturing
- Automation and AI integration
- Supply chain resilience and smart manufacturing
- Labor shortages and workforce development
- Operations: Insights into manufacturing processes, facility management, and supply chain logistics.
- Procurement: Strategies and news related to sourcing materials and managing supplier relationships.

VIDEO PODCAST SPONSORSHIP: $17,840 — 100 Guaranteed Registration Leads

VIDEO

VIDEO ADS BY UNIT202 VIDEO PRODUCTIONS

Video is a powerful medium for connecting with customers and prospects. B2B video marketing is highly effective, with 92% of B2B prospects consuming online videos.

All videos can be combined with a marketing campaign, including daily newsletters, pre-rolls for our daily editorial video, display ads, video showcases, targeted eblasts and social media. Video production and campaigns are completely turnkey. They can be used to generate brand awareness and leads to digitize your entire library of product releases.

VIDEOS:

PRODUCT VIDEOS

- Product Release Video (20-30 seconds)
- Video Ads (up to 1 minute)
- Extended Product Video (1 to 1.5 minutes)
- Social Media (up to 20 seconds)
- 360 Videos (up to 2 minutes)
- Sales Brochure Video (up to 1 minute)
- Unboxing Video (up to 3 minutes)

EDUCATIONAL CONTENT VIDEOS

- 5 Minutes with ADM is a new short format that uses video to engage with your target audience.
- Video Podcasts (New webinar format,up to 50 minutes)
- Video Whitepapers
- Whiteboard Videos (up to 3 minutes)
- Marketing Research Videos
- Made In America/Corporate Videos: The Made in America series highlights manufacturers who remain committed to U.S.-based manufacturing. Each episode includes exclusive interviews with company executives, as well as a guided tour of the manufacturing facility with the ADM Editorial staff (up to 45 minutes)

Unit 202 Video Productions specializes in providing professional video services dedicated to the U.S. manufacturing sector.

360 PRODUCT VIDEOS

FOR CAMPAIGNS AND SOCIAL MEDIA

A turnkey, 360-degree look at your product — great content for newsletter advertising, eblasts, and social media.

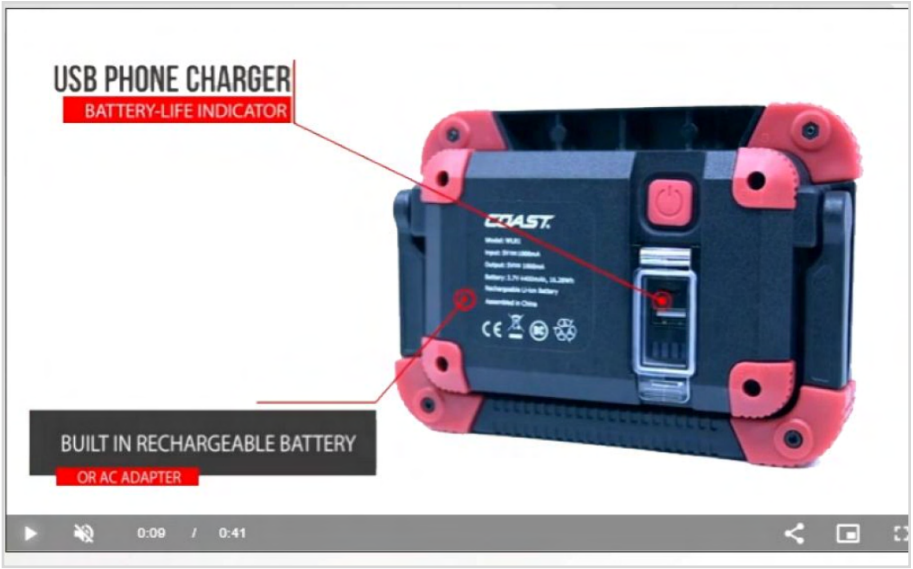
HIGHLY TURNKEY:
All video editing done by Unit 202.

YOURS TO KEEP:
The video is yours after the marketing campaign, to use for your own marketing efforts.

VIDEO CREATION COST

$4,720

Includes one week in the daily newsletter Featured Video position, a $3,995 value.



WHITEBOARD VIDEOS

THAT SIMPLIFY YOUR STORY

A friendly, illustrated format that breaks down your product or service — great content for newsletter advertising, eblasts, and social media.

HIGHLY TURNKEY:
All video editing done by Unit 202.

YOURS TO KEEP:
The video is yours after the marketing campaign, to use for your own marketing efforts.

VIDEO CREATION COST

$4,720

Includes one week in the daily newsletter Featured Video position, a $3,995 value.



PRODUCT PR VIDEOS

THAT PUT YOUR BRAND FRONT AND CENTER

A polished, PR-style product video — great content for newsletter advertising, eblasts, and social media.



HIGHLY TURNKEY:
All video editing done by Unit 202.

YOURS TO KEEP:
The video is yours after the marketing campaign, to use for your own marketing efforts.

VIDEO CREATION COST

$4,720

Includes one week in the daily newsletter Featured Video position, a $3,995 value.

VIDEO CREATION AND MARKETING PACKAGE

FULL-SERVICE VIDEO PRODUCTION, NEWSLETTER PLACEMENT & LEAD GENERATION

Video is a powerful medium for connecting with customers and prospects — 92% of B2B prospects consume online video. A video sponsorship is a 100% share of voice and a powerful tool to attract new customers.



VIDEO CREATION:
Filming, production, and editing done by Unit 202, our in-house video production department. Product, 360, and whiteboard video formats available.

MARKETING:
Two weeks in the daily newsletter (10 deployments, position A), dedicated email blast to 5,000 targeted subscribers. Posted on the website.

VIDEO FILE:
Provided in .MP4 format after the campaign for use on your internal marketing and website.

LEAD GENERATING:
150 leads from the newsletter or dedicated email blast promotions.

PACKAGE COST

$6,995

25,000 YouTube views targeting
your ICL for an additional $5,000

PRE-ROLL IN DAILY VIDEOS

IN-HOUSE PRE-ROLL ADS ACROSS ALL DAILY VIDEOS

Created in-house daily with our Unit 202 department and editorial team, and distributed via websites and newsletters.

STRONG PERFORMANCE:
Videos receive an average of 2,000 views daily, with a 57% pre-roll completion rate and 64% video completion rate.

PROVEN SCALE:
10,000 views results in 13.88 hours of ad exposure — over 1 million video impressions in 2024.

RATE	AVG. DAILY VIEWS
$275/m	2,000

MANUFACTURINGNOW



GM Joint Venture Retooling Tennessee Plant for 'World-First' Battery Production

The project is part of a planned $1B investment in the site.

CUSTOM EBLASTS

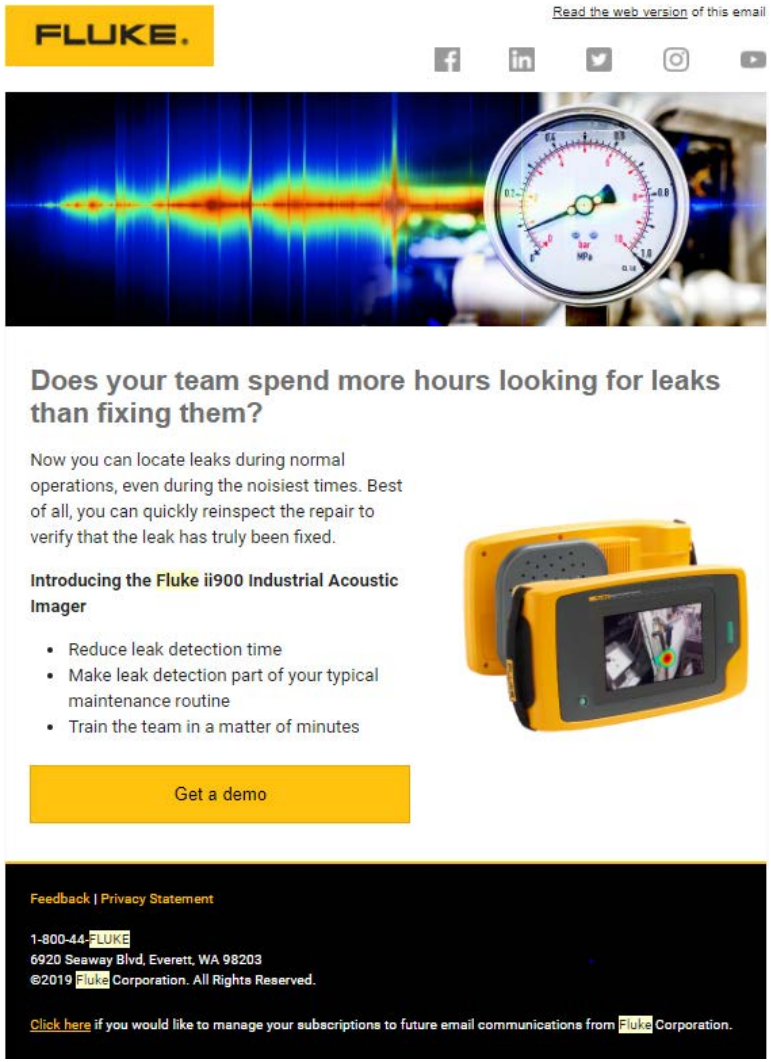
TARGETED HTML OR TEXT BLASTS

- Subscribers can be targeted by job title or company size.
- All subscribers are first party data that have opted into newsletters and emails
- Generates click leads of readers who engaged with the dedicated email send.
- Great for building your database

CUSTOM EBLAST SPECS

- HTML file formatted for Email
- Subject line (255 character max, including spaces)
- Teaser* (100 characters max, including spaces)
- From Name (company or client affiliate name)
- Test Recipient/s
- Final Approver
- Seed List*

**Optional*



EBLAST PRICING: $400/m | WITH SECOND SEND TO OPENS: $480/m

CUSTOM RESEARCH FOR MANUFACTURING LEADERS

ACTIONABLE INTELLIGENCE BUILT FOR YOUR BUSINESS

THE CHALLENGE

In todays manufacturing landscape, leaders face:

- Rapidly evolving technologies and supply chains
- Increased global competition and market uncertainty
- Shifting buyer behaviors and decision-making cycles
- Pressure to justify investments with hard data

Too often, companies rely on generic, off-the-shelf reports that fail to capture the specific insights they need to grow and compete.

Why partner with us?

- Industry Expertise: Decades at the center of manufacturing B2B media
- Trusted Access: Exclusive reach into a highly engaged professional audience
- Actionable Outputs: Insights translated into strategies, not just data
- Credibility: Research backed by brands your customers already trust

The value to your business, by partnering with us, you gain:

- Clarity to make smarter, data-driven decisions
- Confidence to differentiate your brand with proprietary insights
- Tools to optimize your marketing and sales strategies
- A competitive edge in a market where precision matters

OUR SOLUTION

We deliver research that is tailored to your exact business needs, powered by decades of industry expertise and direct access to thousands of manufacturing decision-makers.

- Buyer Behavior: What drives purchasing decisions in your category
- Market Opportunities: Where new growth can be found
- Brand Perception: How your company is viewed vs. competitors
- Content Alignment: What topics engage your customers most

Don't settle for generic intelligence. With our custom research, you'll understand your customers, your market, and your opportunities better than ever.

CUSTOM RESEARCH COST

Starting at

$31,495

RATES

DIGITAL RATE CARD

PRODUCT	TYPE/SPECS/LEADS	LEAD GEN	RATE
DAILY NEWSLETTERS			
Leaderboard	Deploys Monday-Friday | 600x100 + link		$3,145
Inline Text & Image	Deploys Monday-Friday | 50 character headline incl. spaces, 250 character text, 300x250 pixel (displays 150x125) + link		$2,620
Newsletter Sponsorship	One month sponsorship, sponsors logo at top of newsletters and inline ad for 4 weeks		$16,795
Campaign Optimization	Optimized campaign with guaranteed leads | 240 CPC		$10,500
Featured Video	Deploys Monday-Friday | Featured video placement + link		$3,295
WEEKLY NEWSLETTERS			
Leaderboard	Deploys Monday for 5 consecutive weeks | 600x100 + link		$3,880
Inline Text & Image	Deploys Mon. for 5 consecutive weeks | 50 char headline incl. spaces, 250 char text, 300x250 pixel (displays 150x125) + link		$3,145
Newsletter/eBlast Package	5 Newsletter or eblasts		$12,595
Newsletter/eBlast Package	10 Newsletter or eblasts		$22,995
Featured Video	Deploys Monday for 5 consecutive weeks | Featured video placement + link		$3,995
MONTHLY NEWSLETTERS			
Video Showcase	Specs: Image 640x360 pixels, headline 80 characters max, body 250 character, link		$1,103
SMART ENGAGEMENT			
Pre-Targeting & Social Optimization	Influence marketing driving clicks & ad impressions		$3,150/month
Content Optimization	Engaged users, page/site visits	YES	$12,995/month
Content Optimization with Leads	Convert page/site visits, Engaged users, MQL leads	YES	$21,995/month
EBLASTS			
eBlast	See eBlast Specs Page		$400/m
eBlast	Includes a second send to opens		$480/m
WEBSITE			
Leaderboard	970x90 Desktop, 728x90 Tablet, 300x50 Mobile		$95/m
Billboard	970x250 & 300x250 (Mobile)		$95/m
Boombox	300x250		$95/m
Reveal Ad	BIG IMPACT POSITION		$275/m
Native Ads	Great for content advertising | Targeted Campaigns		$109/m

RATES

DIGITAL RATE CARD

PRODUCT	TYPE/SPECS/LEADS	LEAD GEN	RATE
MQL CAMPAIGNS			
Content Syndication	100 Registration Leads (minimum of 3 pieces of content)	YES	$14,845
Whitepaper	100 Registration Leads and includes 1500 Word Whitepaper	YES	$16,745
eBook	100 Registration Leads & includes 2600 Word eBook	YES	$18,645
eBook Multi-Sponsored	100 Registration Leads & includes 2600 Word eBook	YES	$12,995
Custom Research	Custom	YES	$31,495
Content Creation	Includes 1,000 words; $1.90 per word thereafter		$3,995
VIDEO PODCASTS / WEBINARS			
Video Podcast (New Webinar Format)	100 Registration Leads	YES	$17,840
Traditional Webinar (Slide Presentation)	100 Registration Leads	YES	$24,145
Video Whitepaper	100 Registration Leads	YES	$15,745
5 Minutes with Videos			$4,995
Market Research Video	100 Registration Leads	YES	$15,745
Video Podcasts Multi-Sponsored	100 Registration Leads	YES	$12,995
CUSTOM VIDEOS			
Social Media Video Ad	Includes one week in daily newsletter or 10k pre-roll		$4,720
Video Ads	Includes one week in daily newsletter or 10k pre-roll		$4,720
Sales Brochure Video Ad	Includes one week in daily newsletter or 10k pre-roll		$4,720
Whiteboard Video Ad	Includes one week in daily newsletter or 10k pre-roll		$4,720
360 Video Ad	Includes one week in daily newsletter or 10k pre-roll		$4,720
Unboxing Video Ad	Includes one week in daily newsletter or 10k pre-roll		$4,720
Video Creation & Marketing Package	Includes 3 minute video, two weeks in daily newsletter, 5k eblast and 150 click leads		$6,995
YouTube Promotion	25,000 YouTube views targeting your ICL		$5,000

RATES

DIGITAL RATE CARD

PRODUCT	TYPE/SPECS/LEADS	LEAD GEN	RATE
Corporate Video	Custom Pricing | $1,500 + expenses per day (B-roll footage $1,500)		
Made In America Custom Video	279,000 impressions guaranteed		$27,995
American Distributor Custom Video	279,000 impressions guaranteed		$27,995
Pre-Roll	Runs on daily editorial videos	Sponsorship	$275/m
Pop-Out Video Player	Video runs on website home page/Select Secondary Pages	Sponsorship	$200/m
LEADERS			
One Category	25,000 impressions guaranteed		$4,995
Two Categories	50,000 impressions guaranteed		$8,991
Three Categories	75,000 impressions guaranteed		$13,186.80
Three + Categories	100,000 impressions guaranteed		Call for pricing

CONTACTS

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AD SPECIFICATIONS

WEBSITE, E-BLAST, AND E-NEWSLETTER PRODUCTS

WEBSITE AD SPECS

- Maximum file size - 1 MB
- .jpg, .png, .gif, HTML5 zip file, and custom third-party code
- Include linking URL for ad units

LEADERBOARD - 3 SIZES
- 970x90 pixels (Desktop)
- 728x90 pixels (Tablet)
- 300x50 pixels (Mobile)
- Link

BOOMBOX
- 300x250 pixels
- Link

BILLBOARD
- 970x250 pixels
- 300x250 pixels (Mobile)
- Link

REVEAL
- E1: 2500x1450 pixels (background image)
- E2: 300x250 pixels PNG for transpartent (messaging/ CTA should go here)
- Link
- No third-party tags accepted

NATIVE
- 20-75 character headline
- 40-120 character body
- 600x400 pixel image (.jpg or .png only)
- Logo 300 pixel wide max., centered on top of image for best display options
- Link

E-BLAST SPECS

- File type: pre-formatted HTML
- Max file width: 650 pixels
- Subject line: 50 characters max.
- Teaser line: 100 characters max (optional)
- Advertiser name: as it should appear on the “From” line
- Test list: email address list of recipients for e-Blast test
- Seed list: email address list of recipients for eBlast live/final send

E-NEWSLETTER AD SPECS

LEADERBOARD
- 600x100 pixels
- Link

T.O.C. Text & Image Ad + Inline Text & Image Ad
- 50 character headline (including spaces
- 250 characters of text (including spaces)
- 300x250 pixel image (will display as 150x125)
- Link

AD SPECIFICATIONS

VIDEO PRODUCTS

VIDEO AD SPECS

PRE-ROLL & POP-UP VID.

- Max file size: 25MB
- Max duration: 15-30 seconds
- File type: .mp4 or .mov
- Linking URL

UNBOXING VIDEO

- Product release with 75--100 word outline that best describes the product
- 5 to 8 high-res product images/video clips & company logo (.jpg, .png, or .tiff)
- File type: .mp4 or .mov
- 5 to 8 product features
- Call to Action (CTA) for the end of the video including contact information
- 150 word script if voiceover is requested
- Product and spec sheet to send to Industrial Media

VIDEO SHOWCASE

- Image: 640x360 pixels
- Headline: 80 characters (max.)
- Body copy: 250 characters
- URL link

SOCIAL MEDIA VIDEO

- Product release with 75--100 word outline that best describes the product
- 5 to 8 high-res product images/video clips & company logo (.jpg, .png, or .tiff)
- File type: .mp4 or .mov
- 5 to 8 product features
- High resolution company logo
- 150 word script if voiceover is requested

360 PRODUCT VIDEO

- Product release with 75-100 word outline that best describes the product.
- 5 to 8 high-res product images/video clips & company logo (.jpg, .png, or .tiff)
- File type: .mp4 or .mov
- 5 to 8 product features
- Call to Action (CTA) for the end of the video including contact information
- 150 word script if voiceover is requested
- Product and spec sheet to send to Industrial Media

VIDEO AD

- Product release with 75-100 word outline that best describes the product.
- 5 to 8 high-res product images/video clips & company logo (.jpg, .png, or .tiff)
- File type: .mp4 or .mov
- 5 to 8 product features with call to action for the end of the video including contact information
- 150 word script if voiceover is requested

SALES BROCHURE VID.

- Product release with 75-100 word outline that best describes the product.
- 5 to 8 high-res product images/video clips & company logo (.jpg, .png, or .tiff)
- File type: .mp4 or .mov
- 5 to 8 product features
- High resolution company logo
- 150 word script if voiceover is requested
- Digital spec sheet (PDF or PSD)

AUTOMOTIVE DESIGN & MANUFACTURING

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