EDITORIAL CALENDAR 2021

ASSEMBLY

January Issue AD CLOSE

February

March

April

Мау

Expo, May 12-13

MATERIALS DUE	12/9	1/11	2/10	3/9	4/9
Primary Feature	Machinery Assembly	Medical Device Assembly	Aerospace Assembly	Automotive Assembly	Appliance Assembly
Features	Riveting Dispensing & Curing Vision Systems	Plastics Assembly Screwdriving Indexers & Actuators	Automated Assembly Adhesives Assembly Software	Robotics Conveyors Welding	Presses Workstations Leak Testing
Technology Columns	Automated Assembly Parts Feeding Welding Assembly	Automated Assembly Parts Feeding Reshoring	Automated Assembly Parts Feeding Quality Control	Automated Assembly Parts Feeding Reshoring	Automated Assembly Parts Feeding Welding Assembly
Assembly in Action	Leak Testing Robotics Presses	Riveting Conveyors Wire Processing	Dispensing & Curing Plastics Assembly Pneumatics	Workstations Modular Framing & Hardware Adhesives	Vision Systems Plastics Assembly Sensors
Assembly Products	Parts Marking Adhesives Clamps, Fixtures & Tooling	Fasteners Leak Testing Modular Framing & Hardware	Robotics Screwdriving Presses	Power Tools Riveting Hoists, Lifts & Positioners	Riveting Conveyors Dispensing & Curing
Special Issues and eBooks	Wire Processing	Medical eBook AUTONOMOUS ELECTRIC MOBILITY ASSEMBLY		Wire Processing How-To Guide	Automotive eBook AUTONOMOUS WELECTRIC MOBILITY ASSEMBLY
Extra Marketing Opportunities	Buy One Ad, Get Another	Free Case History	Assembly Essentials	Lead Advantage	Free Case History Ad Score
	January Ad Free (Free double space)				
eNewsletter (2x times per month)	•	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter
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times per month)	(Free double space) ASSEMBLY eNewsletter Screwdriving News	eNewsletter Dispensing & Curing News	eNewsletter Presses News	eNewsletter Automated Assembly	eNewsletter Fastening News Wise Processing AUTONOMOUS WELTORIO MOBILITY
times per month) Product eNews	ASSEMBLY eNewsletter Screwdriving News	eNewsletter Dispensing & Curing News Wire Processing	eNewsletter Presses News AUTONOMOUS PRESERVE MOBILITY	eNewsletter Automated Assembly News	Fastening News Wase Processing AUTONOMOUS ELECTRIC MOBILITY
roduct eNews Industry eNews Additional	ASSEMBLY eNewsletter Screwdriving News	eNewsletter Dispensing & Curing News Wire Processing Electronics News Product Spotlight Video Spotlight	Presses News AUTONOMOUS ELECTRIC MOBILITY Appliance News Integrated Showcase White Paper eBlast Industry technical	eNewsletter Automated Assembly News	Fastening News Wine Processing AUTONOMOUS ELECTRIC MOBILITY Medical News Product Spotlight Video Spotlight



ASSEMBLY

June	July	August	September	October	November	December
5/4	6/2	7/2	8/3	9/1	10/4	11/2
5/8	6/9	7/9	8/10	9/9	10/11	11/9
Medical Device Assembly	Consumer Product Assembly Roundups	Aerospace Assembly	Automotive Assembly	Medical Device Assembly	Aerospace Assembly	Automotive Assembly
Power Tools Sensors Fasteners	Dispensing & Curing Conveyors Testing	Riveting Adhesives Parts Marking & Auto ID	Robotics Presses Plastics Assembly	Welding Dispensing & Curing Material Handling	Vision Systems Screwdriving Automated Assembly	Capital Spending Survey Robotics Assembly Software
Automated Assembly Parts Feeding Reshoring Quality Control	Automated Assembly Parts Feeding	Automated Assembly Parts Feeding Reshoring	Automated Assembly Parts Feeding Quality Control	Automated Assembly Parts Feeding Reshoring	Automated Assembly Parts Feeding	Automated Assembly Parts Feeding Reshoring Quality Control
Assembly Software Indexers & Actuators Auto ID	Sensors Welding Material Handling	Power Tools Modular Framing & Hardware Robotics	Adhesives Clamps, Fixtures & Tooling Wire Processing	Screwdriving Workstations Plastics Assembly	Conveyors Assembly Software Test Equipment	Presses Indexers & Actuators Fasteners
Modular Framing & Hardware Vision Systems Wire Processing	Pneumatics Clamps & Tooling Screwdriving	Workstations Plastics Assembly Hoists, Lifts & Positioners	Conveyors Vision Systems Dispensing & Curing	Sensors Indexers & Actuators Presses	Riveting Robotics Dispensing & Curing	Wire Processing Adhesives Power Tools
Wire Processing		Factory of the Future	Assembly Show Tour Guide AUTONOMOUS MELECTRIC MOBILITY MASSEMBLY	Assembly Show Times Assembly Show Program	Aerospace eBook	AUTONOMOUS WELECTRIC MOBILITY WASSEMBLY
Assembly Essentials	Lead Advantage	Free Case History	Assembly Essentials	Lead Advantage	Free Case History	Assembly Essentials
Product Profile ADVERTISE IN THE JUNE AN FREE 1/2 PAGE PRODUCT PR			Triple Play	Triple Play		Triple Play Free Corporate Profile
ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter
Assembly Machines News	Robotics News AUTONOMOUS ELECTRIC MOBILITY	Adhesives News Wire Processing	Workstations News	Power Tools News	Presses News Wine Processing AUTONOMOUS TO ELECTRIC MOBILITY MANUAL PROPERTY OF THE PROPER	Conveyors News
Automotive News	Automotive News	Electronics News	Appliance News	Aerospace News	Medical News	Automotive News
Integrated Showcase White Paper eBlast	Industry technical webinar workshop	Product Spotlight Video Spotlight Podcast eBlast	Integrated Showcase White Paper eBlast		Product Spotlight Video Spotlight Podcast eBlast	Integrated Showcase White Paper eBlast Industry technical webinar workshop
Medical	Medical	Aerospace	Automotive	Medical	Aerospace	Automotive
			Fabtech, Sept. 13-16 Electric Vehicle Expo & Battery Show, Sept. 17-20 AeroDef, Sept. 20-23	Quality Show Oct. 26 - 28 ASSEMBLY	ATX, MDM,SMTA Nov. 1-4	

RATE CARD 2021

ASSEMBLY

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PROGRAMMATIC \$50/CPM		
	PROGRAMMATIC	\$50/CPM

RATE CARD 2021

ASSEMBLY

CONTENT CREATION (WHITE PAPERS, ARTICLES, BLOG POSTS, SOCIAL MEDIA CONTENT, TECHNICAL PAPERS, CASE STUDIES)

2,000 words (GOLD)	\$3,400
1,400-1,600 words (SILVER)	\$2,280
800-1,000 words (BRONZE)	\$1,320

NET RATES
\$5,245 (EXCLUSIVE) \$2,095 (MULTI-SPONSOR)
\$1,600
\$1,750 (MULTI-SPONSOR)
\$5,245 (EXCLUSIVE)
\$2,095 (MULTI-SPONSOR)
\$2,095
\$5,245
\$5,245
\$3,700 (EXCLUSIVE) \$2,095 (MULTI-SPONSOR)
\$5,245 (EXCLUSIVE) \$1,995 (MULTI-SPONSOR)
\$5,245
\$1,995
\$5,245

ADVANCED MARKETING SOLUTIONS

NEW! COMPANY CONTENT EBLAST

ACCOUNT BASED MARKETING	CONTACT SALES REP
ADVANCED TARGETING	CONTACT SALES REP
LEAD NURTURING	CONTACT SALES REP
DRIVE	\$60/CLICK (\$5,040 MINIMUM, 84 CLICKS)
DRIP	\$3,750
COST/LEAD	\$180/LEAD (\$7,560 MINIMUM)

CONTACT YOUR SALES REP

9X

12X

WEBINAR, VIDEO & PODCAST

WEBINAR 60 MINUTE	\$11,930
WEBINAR 30 MINUTE	\$7,665
MULTI-SPONSOR WEBINAR	\$2,900
ASSEMBLY WEBINAR EDITORIAL SERIES	\$15,750
CASE STUDY VIDEO	CONTACT YOUR SALES REP
EDITORIAL SPONSORSHIP VIDEO	\$1,080
HOW-TO/PRODUCT DEMO VIDEO	CONTACT YOUR SALES REP
- 5 MINUTES	\$4,330
- 3 MINUTES	\$3,240
- 1 MINUTES	\$2,700
EDITING VIDEO SERVICES	\$1,090
PODCAST	\$2,160
EXCLUSIVE PODCAST	\$5,410

eMAGAZINE/ DISPLAY ADS

SPREAD: 2400 x 1600	\$6,500	\$6,110	\$5,720	\$5,330	\$4,875
FULL PAGE: 1200 x 1600	\$4,000	\$3,760	\$3,520	\$3,280	\$3,000
HALF HORIZONTAL: 1100 x 700	\$2,500	\$2,350	\$2,200	\$2,050	\$1,875
QUARTER: 525 x 700	\$1,900	\$1,786	\$1,672	\$1,558	\$1,425

6X

3X

BASE RATE

ADDITIONAL eMAGAZINES/DISPLAY ADS

SPECIAL ISSUE: WIRE PROCESSING Wire Processing

FULL PAGE	\$2,615
1/2 -PAGE	\$1,599
1/4 - PAGE	\$1,150

NEW! SPECIAL ISSUE AUTONOMOUS & ELECTRIC MOBILITY SUPPLEMENT OF ASSEMBLY

FULL PAGE	\$2,615
1/2 -PAGE	\$1,599
1/4 - PAGE	\$1,150

SPECIAL ISSUE: FACTORY OF THE FUTURE

FULL PAGE \$850 ½ PAGE \$525

ASSEMBLY ESSENTIALS CONTACT YOUR SALES REP

HOW-TO-GUIDE (FULL PAGE SPREAD) \$2,750 **PRODUCT SPOTLIGHT** \$699

EBOOK: BUYERS GUIDE (JULY)

1/2 PAGE	\$1,995
FULL PAGE	\$3,995
EXCLUSIVE PREMIUM SPONSOR VIDEO	\$10,000



eMAGAZINE	FULL-PAGE	ISLAND	1/2 - PAGE	1/4 - PAGE
SHOW TOUR GUIDE	\$1,750	N/A	N/A	N/A
SHOW TIMES 50% DISCOUNT FOR TRIPLE PLAY AND ASSEMBLY SHOW PROGRAM ADVERTISERS	\$1,675	\$1,115	\$795	N/A
SHOW PROGRAM	\$1,000	N/A	\$775	\$500
TRIPLE PLAY PACKAGE	CONTACT YOUR SALES REP			

SOCIAL MEDIA

FACEBOOK	
*SINGLE POST	\$395
*MONTH OF 4 POST	\$1,510
TWITTER	
*SINGLE POST	\$480
*MONTH OF 8 POST	\$3,440
LINKEDIN	
*SINGLE POST	\$780

SALES STAFF 2021

BILL DEYOE

Publisher
East Central/Southeast
>>> (704) 822-6434
>>> Fax: (248) 502-2076
deyoeb@bnpmedia.com

GEORGE MISKO

Mid Atlantic Regional Sales Manager CT, DE, MA, ME, MD, NH, NJ, NY Eastern, PA Eastern, RI, VT, VA >>> (610) 390-6566

>>> (610) 390-6566 >>> Fax: (248) 502-9133 miskog@bnpmedia.com

TINA VULGARIS

Midwest and West
>>> (847) 405-4070
>>> Fax: (248) 786-1443
vulgarist@bnpmedia.com

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EDITORIAL CALENDAR & RATE CARD **2021**

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