

















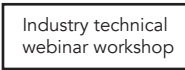
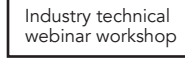



# EDITORIAL CALENDAR 2021

# ASSEMBLY

Issue	January	February	March	April	May
AD CLOSE	12/2	1/4	2/3	3/3	4/2
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					
Extra Marketing Opportunities	<b>Buy One Ad, Get Another January Ad Free</b> (Free double space)	Free Case History	<b>Assembly Essentials</b>	<b>Lead Advantage</b>	Free Case History <b>Ad Score</b>
eNewsletter (2x times per month)	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter
Product eNews	Screwdriving News 	Dispensing & Curing News 	Presses News 	Automated Assembly News	Fastening News 
Industry eNews	Automotive News	Electronics News	Appliance News	Aerospace News	Medical News
Additional Marketing Tools		<b>Product Spotlight</b> <b>Video Spotlight</b> <b>Podcast eBlast</b>	<b>Integrated Showcase</b> <b>White Paper eBlast</b> 		<b>Product Spotlight</b> <b>Video Spotlight</b> <b>Podcast eBlast</b>
Focus On	Welding	Medical	Aerospace	Automotive	Welding
Show Tie-Ins		MDM & ATX West, Feb. 9-11 WHMA Conference, Feb. 16-18	Fastener Fair March 23-25 IPC Apex March 9-11	SAE World Congress, April 13-15 ProMat, April 12-15	ATX Toronto, May 11-13 Automate May 17-20 Wire Processing Expo, May 12-13

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
			Assembly Show Tour Guide 	 Assembly Show Times Assembly Show Program		
Assembly Essentials	Lead Advantage	Free Case History	Assembly Essentials 	Lead Advantage 	Free Case History	Assembly Essentials 
Product Profile ADVERTISE IN THE JUNE AND JULY ISSUES AND GET A FREE 1/2 PAGE PRODUCT PROFILE IN THE JULY ISSUE						Free Corporate Profile
ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter	ASSEMBLY eNewsletter
Assembly Machines News	Robotics News 	Adhesives News 	Workstations News 	Power Tools News	Presses News 	Conveyors News
Automotive News	Automotive News	Electronics News	Appliance News	Aerospace News	Medical News	Automotive News
Integrated Showcase White Paper eBlast		Product Spotlight Video Spotlight Podcast eBlast	Integrated Showcase White Paper eBlast		Product Spotlight Video Spotlight Podcast eBlast	Integrated Showcase White Paper eBlast 
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 	ATX, MDM,SMTA Nov. 1-4	

# RATE CARD 2021

# ASSEMBLY

## eMAGAZINE SPONSORSHIPS

## NET RATES

FULL SPONSORSHIP	\$4,195
PERSISTENT SPONSORSHIP	\$4,195
INTERSTITIAL PAGE ADS	\$3,500
INTERSTITIAL VIDEO AD	\$3,500
**NEW HIGH IMPACT DISPLAY AD	\$5,600
**NEW HIGH IMPACT DISPLAY AD AUTONOMOUS AND ELECTRIC MOBILITY	\$3,451
**NEW HIGH IMPACT DISPLAY AD WIRE PROCESSING SUPPLEMENT	\$3,660

## CLASSIFIED

### FEATURED CLASSIFIED

1-6X	\$750
7-12X	\$600

### IMAGE CLASSIFIED

1-6X	\$600
7-12X	\$500

### TEXT ONLY CLASSIFIED

1-6X	\$500
7-12X	\$400

## WEBSITE ADVERTISING

### AD TYPE

SUPER LEADERBOARD, BILLBOARD, PUSHDOWN	\$189/CPM
HALF PAGE	\$168/CPM
ARTICLE WIDE SKYSCRAPER	\$142/CPM
MEDIUM RECTANGLE	\$126/CPM

## HOME PAGE ONLY

LEADERBOARD	\$876
ADHESION BANNER	\$2,500
TOPIC SPONSORSHIP (VARIOUS)	\$205/CPM
TOPIC SPONSORSHIP UPGRADE (VARIOUS)	\$215/CPM
KEYWORD & SEARCH EXCLUSIVE (VARIOUS)	\$200/CPM
CUSTOM SPONSORSHIP (VARIOUS)	\$3,720

## ENEWSLETTERS

### ASSEMBLY ENEWS

LEADERBOARD	\$2,150
PREMIER CONTENT	\$1,900
ECONTENT	\$1,750

### WIRE PROCESSING ENEWS

LEADERBOARD	\$1,900
PREMIER CONTENT	\$1,450
ECONTENT	\$1,250

### NEW! AUTONOMOUS & ELECTRIC MOBILITY ENEWSLETTER



LEADERBOARD	\$1,900
PREMIER CONTENT	\$1,450
ECONTENT	\$1,250

INDUSTRY NEWS	\$2,050
PRODUCT NEWS	\$2,050
CUSTOM ENEWS	\$7,875

## DIGITAL PRODUCTS ONLINE

*RETARGETING IMPRESSIONS OFFSITE	\$20/CPM
EBOOK (LEAD GENERATING)	\$11,025
MULTI-SPONSOR EBOOK (MEDICAL, AUTOMOTIVE, AEROSPACE)	\$4,500
INTERACTIVE PRODUCT SPOTLIGHT (LEAD GENERATING)	\$11,930
EDITORIAL INFOGRAPHIC (LEAD GENERATING)	\$7,380
CONVERSION INFOGRAPHIC (LEAD GENERATING)	\$7,240
INFOCENTER (LEAD GENERATING)	\$17,995 (ADDITIONAL MONTH: \$2,840)
NATIVE ADVERTISING	\$6,000
*NATIVE CONTENT BUNDLE	\$22,100
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

## EBLAST

## NET RATES

EVENT/WEBINAR SPOTLIGHT EBLAST	\$5,245 (EXCLUSIVE) \$2,095 (MULTI-SPONSOR)
FOCUS ON EBLAST – *1/4 PAGE AD - MEDICAL, WELDING AEROSPACE, AUTOMOTIVE	\$1,600
INTEGRATED SHOWCASE EBLAST	\$1,750 (MULTI-SPONSOR)
MUST-SEE EBLAST (LEAD GENERATING)	\$5,245 (EXCLUSIVE)
MUST-VISIT EBLAST	\$2,095 (MULTI-SPONSOR)
POST-SHOW EBLAST	\$2,095
SNEAK PEEK EBLAST	\$5,245
SNEAK PEAK – IN CASE YOU MISSED IT EBLAST	\$5,245
VIDEO BOOTH TOUR EBLAST	\$3,700 (EXCLUSIVE) \$2,095 (MULTI-SPONSOR)
VIDEO SPOTLIGHT EBLAST	\$5,245 (EXCLUSIVE) \$1,995 (MULTI-SPONSOR)
QUIZ EBLAST	\$5,245
WHITE PAPER EBLAST (LEAD GENERATING)	\$1,995
WHITE PAPER EBLAST EXCLUSIVE	\$5,245
NEW! COMPANY CONTENT EBLAST	CONTACT YOUR SALES REP

## ADVANCED MARKETING SOLUTIONS

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)

## 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

	BASE RATE	3X	6X	9X	12X
<b>SPREAD: 2400 x 1600</b>	\$6,500	\$6,110	\$5,720	\$5,330	\$4,875
<b>FULL PAGE: 1200 x 1600</b>	\$4,000	\$3,760	\$3,520	\$3,280	\$3,000
<b>HALF HORIZONTAL: 1100 x 700</b>	\$2,500	\$2,350	\$2,200	\$2,050	\$1,875
<b>QUARTER: 525 x 700</b>	\$1,900	\$1,786	\$1,672	\$1,558	\$1,425

**ADDITIONAL eMAGAZINES/DISPLAY ADS****ASSEMBLY****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****AUTONOMOUS  
AND ELECTRIC MOBILITY  
ASSEMBLY**

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

**SPECIAL ISSUE: FACTORY OF THE FUTURE**

FULL PAGE	\$850
1/2 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**

<b>SHOW TOUR GUIDE</b>	\$1,750	N/A	N/A	N/A
<b>SHOW TIMES</b> 50% DISCOUNT FOR TRIPLE PLAY AND ASSEMBLY SHOW PROGRAM ADVERTISERS	\$1,675	\$1,115	\$795	N/A
<b>SHOW PROGRAM</b>	\$1,000	N/A	\$775	\$500
<b>TRIPLE PLAY PACKAGE</b>	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
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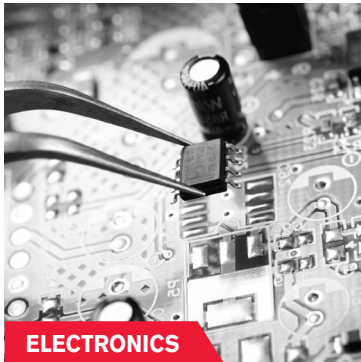
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# ASSEMBLY



## EDITORIAL CALENDAR & RATE CARD **2021**

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**ASSEMBLY**  
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