



2019 MEDIA KIT

NON-MEMBER RATES

CONTACT

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OVERVIEW

Motion Control Online (www.motioncontrolonline.org) is the official website of the Motion Control and Motor Association (MCMA) and the trusted global resource for the latest motion control industry information. As the global trade group dedicated to the promotion and education of motion control and motor technologies, MCMA offers a variety of media resources your company can leverage to influence industry decision makers around the world.

Advertisers with MCMA increase their brand visibility, promote new products, position their company as a motion control expert, and capture valuable sales leads. MCMA’s advertising and sponsorship opportunities are essential components of any marketing program, reaching highly qualified motion control, motor and automation users around the globe. Clicks and impressions are tracked so advertisers can review the performance stats of ads at any time.

ADVERTISING AND LEAD GENERATION OPPORTUNITIES HELPS YOUR COMPANY:

- **Boost Your Sales** - Reach highly motivated buyers looking for what you offer.
- **Maximize Ad Spend** - No waste, affordable ads targeted to exactly the audience you need...customers!
- **Get Qualified Leads** - Reach prospects while they are most interested.
- **Expand your Reach** - Be where buyers are searching for answers to their challenges.
- **Enter New Markets** - Introduce your brand to diverse buyers across industries and sectors.

AUDIENCE PROFILE



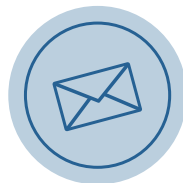
Description: Motion Control Online is the official website of the Motion Control & Motor Association (MCMA) – the leading trade group serving the motion control and motor industry. We have the trust and the traffic to help you reach your marketing goals.

Attracting hundreds of thousands of unique visitors from around the world, you can connect with buyers who are specifically in need of the products and services you offer. Make sure this unique, content-focused industry resource is a part of your advertising program.

Quantifiable ROI: Engineers, machine builders, system integrators and motion control professionals from around the world trust Motion Control Online as the premier resource for motion control, motor and related technologies. Decision makers at varying stages of the buying process access our rich library of content, affording you the opportunity to reach the right audience at the right time.



Motion Control professionals stay informed and up-to-date with our monthly Motion Control and Motor Association E-Newsletters. Our E-Newsletter reaches 30,000 subscribers and features the latest news, technical articles, important new products, videos, case studies and upcoming events. **Use MCMA's trusted reputation to spread the word about your business and build your brand.**



Reach 30,000
qualified
subscribers



Targeted audience
of highly motivated
buyers looking for
what you offer

ONLINE DIGITAL ADS

Reach new customers in need of your products and services with placement across the entire network for maximum reach + brand exposure.

Banner Ads

Button Ads

Editorial Article Ads

E-Newsletter Ads/Sponsorship

Boost your marketing and branding within the industry and align your business with the leading resource in motion control. Demonstrate your expertise and reach qualified buyers.

INDIVIDUAL AD OPTIONS

HOME PAGE BANNER ADS

Home Page Banner Ads are the first thing your prospects will see when they visit Motion Control Online. These ads are located across the top of the Motion Control Online Home Page and link to your company's website. Home Page ads rotate with each page refresh and will be sold on a first come basis.

Maximum of 6 slots are available each month. **Size:** 970x90 **Cost:** \$1,120 per month



INTERNAL BANNER ADS

Be seen on all Motion Control Online internal pages! With prime real estate and high visit / click frequency, these internal banner ads receive the most impressions and clicks and rotate with each page refresh. Banner ads will be sold on a first come basis and link to your company's website.

Maximum of 10 slots are available each month. **Size:** 970x90 **Cost:** \$980 per month



TECHNICAL FEATURE ARTICLE SKYSCRAPER AD + LOGO

Skyscraper Ads appear on our heavily visited Technical Feature Article page and rolls with the scroll bar. You'll also receive a bonus color logo in our E-Newsletter (that announces the article) – giving you two placements for the price of one! Readers who click on your logo or the article title in the newsletter will be taken to the full article on Motion Control Online, where your skyscraper ad will be in full view. Skyscraper ad will link out to your website.

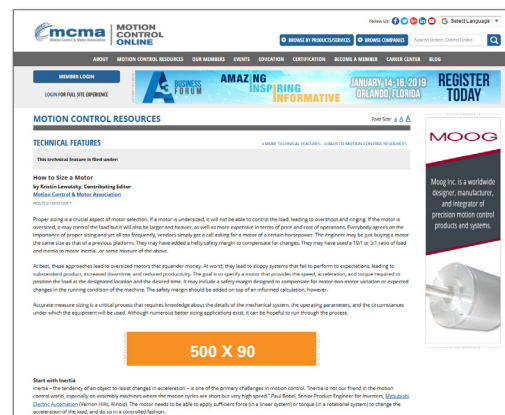
Maximum of 1 slot is available each month. **Size:** 200x600 **Cost:** \$1,120 per month



TECHNICAL FEATURE ARTICLE BOOMBOX AD

Boombox ads are horizontal and appear on our Technical Feature Article page. Technical Feature Articles are our most consistently read articles on Motion Control Online. Boombox ad will link out to your website.

Maximum of 2 slots are available each month.
Size: 500x90 **Cost:** \$450 per month



E-NEWSLETTER LOGO SPONSORSHIP AD

Your company will be featured in our Motion Control Online E-newsletter which is distributed to 30,000 targeted subscribers each month. Your sponsorship will include your logo and link directly to your website. As a bonus, your logo remains in the archived newsletter.

Maximum of 4 slots are available each month.
 Size: 1 inch logo (approximate) Cost: \$560 per month



LARGE + SMALL BUTTON ADS

Button Ads are located on the right hand side of the page throughout the site – this popular ad space can be used to publicize special messaging, gain brand awareness or promote a specific product or event. Limited to eight ads per month, ads rotate up and down the page with each page refresh. Ads link out to your website.

Maximum of 8 total slots are available each month.

Size Large: 200x275 Cost: \$910 per month
 Size Small: 200x150 Cost: \$770 per month



ORDER FORM

INDIVIDUAL AD PURCHASES

- | | | | |
|---|---------------------------|--------------------|----------|
| <input type="checkbox"/> Home Page Banner Ad(s) | Cost: \$1,120 per month | x _____ months = | \$ _____ |
| <input type="checkbox"/> Internal Banner Ad(s) | Cost: \$980 per month | x _____ months = | \$ _____ |
| <input type="checkbox"/> Large Button Ad(s) | Cost: \$910 per month | x _____ months = | \$ _____ |
| <input type="checkbox"/> Small Button Ad(s) | Cost: \$770 per month | x _____ months = | \$ _____ |
| <input type="checkbox"/> Technical Feature Skyscraper Ad(s) | Cost: \$1,120 per article | x _____ articles = | \$ _____ |
| <input type="checkbox"/> Technical Feature Article Boombox Ad | Cost: \$450 per month | x _____ months = | \$ _____ |
| <input type="checkbox"/> E-Newsletter Logo Sponsorship | Cost: \$560 per month | x _____ months = | \$ _____ |

TOTAL COST \$ _____

All ads are placed on a first come, first served basis. All rates are Net.

COMPANY & BILLING INFORMATION

COMPANY INFORMATION

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Province: _____

Zip/Postal Code: _____

Country: _____

Telephone: _____ Fax: _____

Email address: _____

I am authorized to execute this advertising contract on behalf of the company above. I understand that all advertising must be paid in full in advance of campaign start date.

Signature: _____ Date: _____

Total Cost of Advertising (NET): \$ _____

PAYMENT INFORMATION

Enclose a check or money order payable to Association for Advancing Automation in U.S. funds drawn from a U.S. bank, or pay conveniently with credit or wire transfer.

Payment Options: Credit Card Check Enclosed Send Invoice, PO # _____

Cards accepted: MasterCard VISA American Express Discover JCB

Card Number: _____

Expiration Date: _____ Security code: _____

Name on Card: _____

Authorized Signature: _____

SUBMISSION INSTRUCTIONS

Email advertise@motioncontrolonline.org or fax +1 (734) 994 3338.
Have questions or need more information? Call +1 (734) 994-6088.

Motion Control and Motor Association (MCMA)

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