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.
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.
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
- Featured Products Ads

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.

LEAD GENERATION PROGRAMS

MCMA's educational webinars are offered free-of-charge to audiences all over the globe. Grow your brand's visibility and capture valuable sales leads with this targeted audience to drive new business opportunities. A typical webinar audience includes 250 attendees. Several webinar sponsorship options are available to help you reach your goals.

Whitepapers are great way to demonstrate your expertise and generate leads for your business. Your paper will be promoted on Motion Control Online and reaches buyers who rely on MCMA to find the trusted partners they need.
DISCOUNTED MCMA MEMBER PACKAGES

Take advantage of great discounts and comprehensive exposure with MCMA member advertising packages. Discounted advertising packages are scheduled within a 12-month period and include exposure both online and in the monthly MCMA e-newsletters.

NEW in 2020: Any package purchased will include one promotional social media post on MCMA channels per month sponsored. Advertiser will be responsible for sharing copy and photos to MCMA. MCMA reserves the right to edit copy to fit requirements of LinkedIn, Twitter and Facebook.

MOTION MAX PACKAGE

The most comprehensive way to promote both your company and your products and services. This package features a full 12 months of complete exposure to a targeted audience, plus a webinar sponsorship which will generate valuable sales leads.

Cost: $12,650
Valued at $16,400

- Three months of Home Page Banner Ads
- Six months of Internal Banner Ads
- Two months of Large Button Ads
- Four months of Featured Product Ads
- Two Technical Feature Article Skyscraper Ads
- Four E-Newsletter Logo Sponsorships
- One Webinar Sponsorship

MOTION VALUE PACKAGE

A branding and product focused package, an excellent way to get your name in front of motion control buyers throughout the year, plus a webinar sponsorship which will generate valuable, qualified sales leads.

Cost: $10,400
Valued at $12,950

- Nine months of Internal Banner Ads
- Three months of Small Button Ads
- Two months of Featured Product Ads
- One Technical Feature Article Skyscraper Ad
- Two E-Newsletter Logo Sponsorships
- One Webinar Sponsorship
BRAND BUILDER PACKAGE

Use this package to position your corporate brand with a full 12 months of consistent exposure.

Cost: $8,100
Valued at $9,450

- Six months of Internal Banner Ads
- Three months of Home Page Banner Ads
- Three months of Small Button Ads
- Three E-Newsletter Logo Sponsorships

POWER PRODUCTS PACKAGE

This package allows you to heavily promote your products in a cost effective way. A great way to launch a new product or generate immediate interest in existing products.

Cost: $6,000
Valued at $7,750

- Five months of Featured Product Ads
- Four months of Small Button Ads
- Two E-Newsletter Logo Sponsorships

BASIC PACKAGE

This package is great for companies with a small budget who are looking to effectively expand their online presence and drive traffic to their website.

Cost: $2,200
Valued at $3,450

- Two months of Internal Banner Ads
- Three months of Small Button Ads
- One E-Newsletter Logo Sponsorship
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: $800 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: $700 per month
FEATURED PRODUCT ADS

Featured Product Ads appear on the Home Page of Motion Control Online and the MCMA E-Newsletter during the month of your choice. They include a 150x150 pixel photo of the product you are featuring and 120 characters of descriptive text in the ad. Ads link to that product's full product page which has a photo, detailed text description, the ability for a customer to request a quote directly from your company, as well as a link to your Company Profile page for more information (and has a live link to your website).

Maximum of 9 slots are available each month.

Size: roughly 300x200 w/150x150 image  
Cost: $950 per month

DOUBLE EXPOSURE!
Featured Product Ads rotate on the Home Page of Motion Control Online and appear in the monthly MCMA E-Newsletter sent to 30,000+ prospects.
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:** $800 per month

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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:** $350 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: $400 per month

E-NEWSLETTER SPOTLIGHT AD

With a dedicated readership, this popular newsletter receives excellent open rates and visibility. Your ad will be strategically located under the featured article. Members are allowed a maximum purchase of six (6) spotlight ads per calendar year.

Maximum of 1 slot each newsletter.
Size: 600x125  Cost: $800 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: $650 per month
Size Small: 200x150  Cost: $550 per month
WEBINAR SPONSORSHIPS

Showcase your leadership in the motion control industry and gain hundreds of quality leads!

MCMA webinars are a great way to attract targeted leads and promote presenters and sponsors as leaders in the motion control and motor industry. By sponsoring a MCMA educational webinar, your company will receive brand acknowledgment, point-to-point contact with a targeted audience, and promotion in our multiple email blasts, throughout Motion Control Online, through social media and the MCMA E-Newsletter.

Sponsors can expect an average of 200-350 leads with full contact details per webinar. Webinar sponsorship opportunities are available in a variety of ways:

**SPONSOR A WEBINAR**

Sponsor a webinar topic that has already been scheduled. You can choose from the list of webinar topics found on www.motioncontrolonline.org/webinars.

**Cost:** $1,500 per webinar

**PRESENT & SPONSOR A WEBINAR**

Propose a non-commercial topic that is educational in nature. If the topic is selected by MCMA, your company would present the webinar (your company provides the speaker and non-commercial content) and your company is automatically added as a sponsor. Other companies could sponsor the webinar as well.

Be sure to review our Webinar Presentation Guidelines for a full list of rules/regulations of presenting an MCMA webinar. Please email Clarissa Carvalho at ccarvalho@a3automate.org with your topic ideas for review and approval.

**Cost:** $2,500 per webinar
EXCLUSIVE WEBINAR SPONSOR

Companies may propose a non-commercial webinar topic and purchase an exclusive sponsorship. With an exclusive sponsorship, the presenter does not share the sponsorship with other companies, so your logo alone would appear in all the pre-webinar marketing and in the live presentation. In addition, your company would exclusively receive the list of leads. Be sure to review our Webinar presentation guidelines for a full list of rules / regulations of presenting an MCMA webinar as these apply to sole sponsorships.

Cost: $5,000 for exclusive webinar sponsorship

Webinar sponsorships fill up quickly. To reserve your spot, contact us at bkaprelian@a3automate.org or call +1 (734) 994-6088.

WEBINAR SPONSORSHIP BUNDLE

Sponsor multiple MCMA Webinars and save!

If your company would like to sponsor any three (3) or more webinar topics we’ll provide a $500 discount on the total cost of your sponsorship. Your company will receive all the webinar sponsor benefits for each of the webinar topics selected.

*webinar sponsorship bundle package does not apply to exclusive webinar sponsorships

Cost:

<table>
<thead>
<tr>
<th>Webinar Bundle Package</th>
<th>Description</th>
<th>Total Cost:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor 3 Webinars</td>
<td>$1,500 each with $500 discount</td>
<td>$4,000</td>
</tr>
<tr>
<td>Sponsor 4 Webinars</td>
<td>$1,500 each with $500 discount</td>
<td>$5,500</td>
</tr>
<tr>
<td>Sponsor 5 Webinars</td>
<td>$1,500 each with $500 discount</td>
<td>$7,000</td>
</tr>
</tbody>
</table>
WEBINAR SPONSORSHIP BENEFITS

Pre webinar
- Your logo and link on all MCMA promotional emails before the webinar
- Your logo and link on Motion Control Online pages building up to the webinar
- Your logo and link on at least one Motion Control Online E-Newsletter prior to the webinar date – sent to 30,000 subscribers

During the webinar
- Company logo / info on Welcome slide at the beginning of the webinar
- Opportunity to include content (video or images) pertaining to the topic
- Verbal recognition and company description during the webinar

Post webinar
- Pre-registration and attendee contact list for the live and archived webinar for one year – average of 200-350 leads per webinar!
- Logo and link on Motion Control Online webinar archive page with the webinar your company sponsored
## 2020 WEBINAR SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/9/2020</td>
<td>How To Purchase an Automated System</td>
</tr>
<tr>
<td>1/21/2020</td>
<td>High-Speed Imaging Solutions</td>
</tr>
<tr>
<td>2/12/2020</td>
<td>How to Choose a Controller</td>
</tr>
<tr>
<td>2/25/2020</td>
<td>The Last Mile of Automation: Service and Delivery Robots</td>
</tr>
<tr>
<td>3/5/2020</td>
<td>Frameless Motor Technology: Why, When and Where It’s Ideal</td>
</tr>
<tr>
<td>3/10/2020</td>
<td>IIoT &amp; Big Data in Machine Vision</td>
</tr>
<tr>
<td>3/26/2020</td>
<td>Integrating Motion Control and Robot Safety</td>
</tr>
<tr>
<td>4/9/2020</td>
<td>How to Select a Coupling</td>
</tr>
<tr>
<td>4/23/2020</td>
<td>Emerging 3D Vision Technologies</td>
</tr>
<tr>
<td>5/7/2020</td>
<td>Vision-Guided Robots</td>
</tr>
<tr>
<td>5/19/2020</td>
<td>EtherCAT as a Master Machine Control Tool</td>
</tr>
<tr>
<td>6/4/2020</td>
<td>New Vision Architecture to Solve Complex Challenges</td>
</tr>
<tr>
<td>6/16/2020</td>
<td>Total Cost of Ownership and Automation</td>
</tr>
<tr>
<td>6/30/2020</td>
<td>The Intersection of AI, Collaborative Robots and Machine Vision</td>
</tr>
<tr>
<td>7/9/2020</td>
<td>Motion Control in Entertainment</td>
</tr>
<tr>
<td>7/21/2020</td>
<td>Robot Safety Update</td>
</tr>
<tr>
<td>8/4/2020</td>
<td>Exploring Hybrid Motion-Control Systems</td>
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<tr>
<td>8/18/2020</td>
<td>3D Bin-Picking Update</td>
</tr>
<tr>
<td>9/10/2020</td>
<td>Technologies for Protecting Your Robot</td>
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<tr>
<td>9/24/2020</td>
<td>Trends in Machine Connectivity</td>
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<tr>
<td>10/8/2020</td>
<td>Cutting with Bots: Waterjet Cutting and Trim</td>
</tr>
<tr>
<td>10/22/2020</td>
<td>Deep Learning and 3D Vision in Identification</td>
</tr>
<tr>
<td>11/3/2020</td>
<td>Smart Conveyors and Grocery Bots: Picking and Placing at the Speed of Amazon</td>
</tr>
<tr>
<td>11/19/2020</td>
<td>Trends to Watch in Motion Control</td>
</tr>
<tr>
<td>12/1/2020</td>
<td>Are We There Yet? The Collaboration Between Robots and Vision</td>
</tr>
</tbody>
</table>

*topics highlighted in orange focus on motion control and motor technology

**dates and topics are subject to change per discretion of MCMA.
WHITE PAPER DOWNLOAD

Promote your white paper on Motion Control Online to extend your reach and drive new business.

- Whitepapers are great way to demonstrate your expertise and generate leads for your business.
- Your white paper will receive brand acknowledgment in a variety of ways including:
  - One (1) Button Ad to gain brand awareness and publicize your paper. Button ads are located on the right hand side of the page throughout the site.
  - One (1) E-Newsletter Promotion - Sent to 30,000 subscribers.
- Up to two (2) papers are allowed per month; Name, title, company and email address information will be provided from the downloads.

Cost: $995 per month
## ORDER FORM

### DISCOUNTED ADVERTISING PACKAGES

<table>
<thead>
<tr>
<th>Package</th>
<th>Cost</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motion Max Package</td>
<td>$12,650 per year</td>
<td>$__________</td>
</tr>
<tr>
<td>Motion Value Package</td>
<td>$10,400 per year</td>
<td>$__________</td>
</tr>
<tr>
<td>Brand Builder Package</td>
<td>$8,100 per year</td>
<td>$__________</td>
</tr>
<tr>
<td>Power Products Package</td>
<td>$6,000 per year</td>
<td>$__________</td>
</tr>
<tr>
<td>Basic Package</td>
<td>$2,200 per year</td>
<td>$__________</td>
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### INDIVIDUAL AD PURCHASES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page Banner Ad(s)</td>
<td>$800 per month x ___ months</td>
<td>$__________</td>
</tr>
<tr>
<td>Internal Banner Ad(s)</td>
<td>$700 per month x ___ months</td>
<td>$__________</td>
</tr>
<tr>
<td>Featured Product Ad(s)</td>
<td>$950 per month x ___ months</td>
<td>$__________</td>
</tr>
<tr>
<td>Large Button Ad(s)</td>
<td>$650 per month x ___ months</td>
<td>$__________</td>
</tr>
<tr>
<td>Small Button Ad(s)</td>
<td>$550 per month x ___ months</td>
<td>$__________</td>
</tr>
<tr>
<td>Technical Feature Skyscraper Ad(s)</td>
<td>$800 per article x ___ articles</td>
<td>$__________</td>
</tr>
<tr>
<td>Technical Feature Article Boombox Ad</td>
<td>$350 per month x ___ months</td>
<td>$__________</td>
</tr>
<tr>
<td>E-Newsletter Logo Sponsorship</td>
<td>$400 per month x ___ months</td>
<td>$__________</td>
</tr>
<tr>
<td>E-Newsletter Spotlight Ad</td>
<td>$800 per month x ___ months</td>
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### WEBINAR SPONSORSHIPS

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Cost</th>
<th>Total Cost</th>
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</thead>
<tbody>
<tr>
<td>Webinar Sponsorship</td>
<td>$1,500 per webinar</td>
<td>$__________</td>
</tr>
<tr>
<td>Webinar Presenter &amp; Sponsor</td>
<td>$2,500 per webinar</td>
<td>$__________</td>
</tr>
<tr>
<td>Webinar Exclusive Sponsorship</td>
<td>$5,000 per webinar</td>
<td>$__________</td>
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### WHITE PAPER DOWNLOAD

<table>
<thead>
<tr>
<th>Download Type</th>
<th>Cost</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Paper Download</td>
<td>$995 per month</td>
<td>$__________</td>
</tr>
</tbody>
</table>

**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 bkaprelian@a3automate.org. Have questions or need more information? Call +1 (929) 729-2629.

Motion Control and Motor Association (MCMA) 
900 Victors Way, Suite 140 Ann Arbor, Michigan 48108 USA 

MCMA reserves the right to change or alter policies as needed.