



tma

Technology & Manufacturing Association

# MEDIA KIT





# PROGRAMS

## If you want a connection, YOU NEED TO BE CONNECTED...

**Marketing Opportunities** | Maximum Impact for Your Targeted Advertising Dollar.



### PRINT MEDIA

- Bulletin ..... p3
- Training & Education Course Catalog ... p4
- Direct Mail ..... p5



### DIGITAL MEDIA

- Website ..... p6
- Emails ..... p7

For detailed ad sizes & specs see page 8.



For 97 years, manufacturers have relied on TMA as the go-to source for industry news and information.



# PROFILE

The **Technology & Manufacturing Association (TMA)** is a non-profit association committed to recognizing manufacturers as value-added producers of goods and services, and creators of high quality jobs for Illinois citizens.



**1,000+** PRECISION MANUFACTURERS  
AND SUPPLIERS REPRESENTED



MANUFACTURERS IN  
ILLINOIS ACCOUNT FOR  
**13.39%**  
OF THE TOTAL OUTPUT  
IN THE STATE, EMPLOYING  
9.5% OF THE WORKFORCE.

## A Rich History

Formed in 1925, TMA began with the philosophy that eight small manufacturing companies could improve their businesses through association with each other. Since then, TMA has evolved into Illinois' premier manufacturing association.

As a leading voice in an evolving industry, TMA is a comprehensive resource for midwest manufacturers looking to improve operations, strengthen their workforce, and grow their businesses.

TMA | 1651 Wilkening Road | Schaumburg, IL 60173 | 847-825-1120 | [TMAIllinois.org](http://TMAIllinois.org)





# PRINT

The **TMA News Bulletin** is a bi-monthly publication which includes timely articles covering issues important to manufacturers, as well as member profiles and upcoming events. Readers gain insights from experienced manufacturers on a variety of topics.

When you target your audience, YOU GET RESULTS!



1,205  
PRINT DISTRIBUTION

4,600  
ONLINE DISTRIBUTION

## All TMA News Bulletin Ads

- Must be approved by TMA prior to publishing
- Based on availability
- Located on internal pages only
- Ad creation available upon request for fee

TMA News Bulletin - Bi Monthly	1x	3x
Full Page Ad - 7.5" x 10"	\$700	\$650
Half Page Ad - 7.5" x 4.875"	\$500	\$400
Quarter Page Ad - 3.625" x 4.875"	\$350	\$325

\* Includes link to landing page of choice on digital edition

# PRINT

The **TMA Training & Education Course Catalog** is an annually produced resource for employee learning and development. TMA offers on-site and dynamic online training and education programs.

<b>TMA Training &amp; Education Catalog</b>	<b>1x</b>
<b>Inside Front &amp; Back Covers Ad – 7.5" x 10"</b>	<b>\$1,000</b>
<b>Full Page Ad – 7.5" x 10"</b>	<b>\$800</b>
<b>Half Page Horizontal Ad – 7.5" x 4.875"</b>	<b>\$575</b>
<b>Half Page Vertical Ad – 3.625" x 10"</b>	<b>\$575</b>

\* Includes link to landing page of choice



**M&M Bank**  
Merchants and Manufacturers Bank  
Commercial Bank Expertise...Community Bank Approach

**For your working capital, equipment and owner-occupied industrial real estate financing needs contact:**



Brian Kern, Vice President  
Commercial Lending  
(630) 575-9700  
bkern@m-mbank.com  
www.m-mbank.com

Member FDIC

**PRECISION ZONE**

**YOUR INDUSTRIAL REPAIR EXPERTS**  
GUARANTEED TO GET YOU UP AND RUNNING

We repair, exchange, and sell a wide variety of industrial electronic and mechanical equipment components such as: PLCs, Motion Controllers, Drives, Motors, PCBs, Power Units, Monitors, HMI, Touch Screens, and many other products!

**DISCOVER THE PRECISION ZONE ADVANTAGE**

- Free Quotes & Evaluations
- Local Inventory
- 1 Year Warranty
- Exchange Options
- Flexible Rush Repairs
- Field Services
- Competitive Pricing
- Free Technical Support
- Custom Built Test Stands
- Superior Customer Service

**TAKE 10% OFF YOUR NEXT REPAIR!**  
USE PROMO CODE **TMA\_REPAIR10**  
WITH OUR CUSTOMER CARE TEAM!

WWW.PRECISIONZONE.NET | REPAIR@PRECISIONZONE.COM | 847-465-9060



**ENGINEERING & AUTOMATION**  
(Automation, Electrical, Fluid Power)

ONLINE TRAINING



The TMA Training & Education Course Catalog is available 24/7/365 on the TMA website. >>

In addition to the monthly Bulletin's fresh approach to industry news, we offer advertisers marketing opportunities to connect EVERY day with customers and prospects, achieving maximum impact for each advertising dollar, through the TMA Training & Education Course Catalog. **Your ads link directly to your website.**



# PRINT

The **TMA Direct Mail Program** offers members the opportunity to purchase a direct mailer to fellow members. The pricing options below include a color-printed marketing piece of your choice, prepared for mailing, packaged, and sent to all TMA member companies.

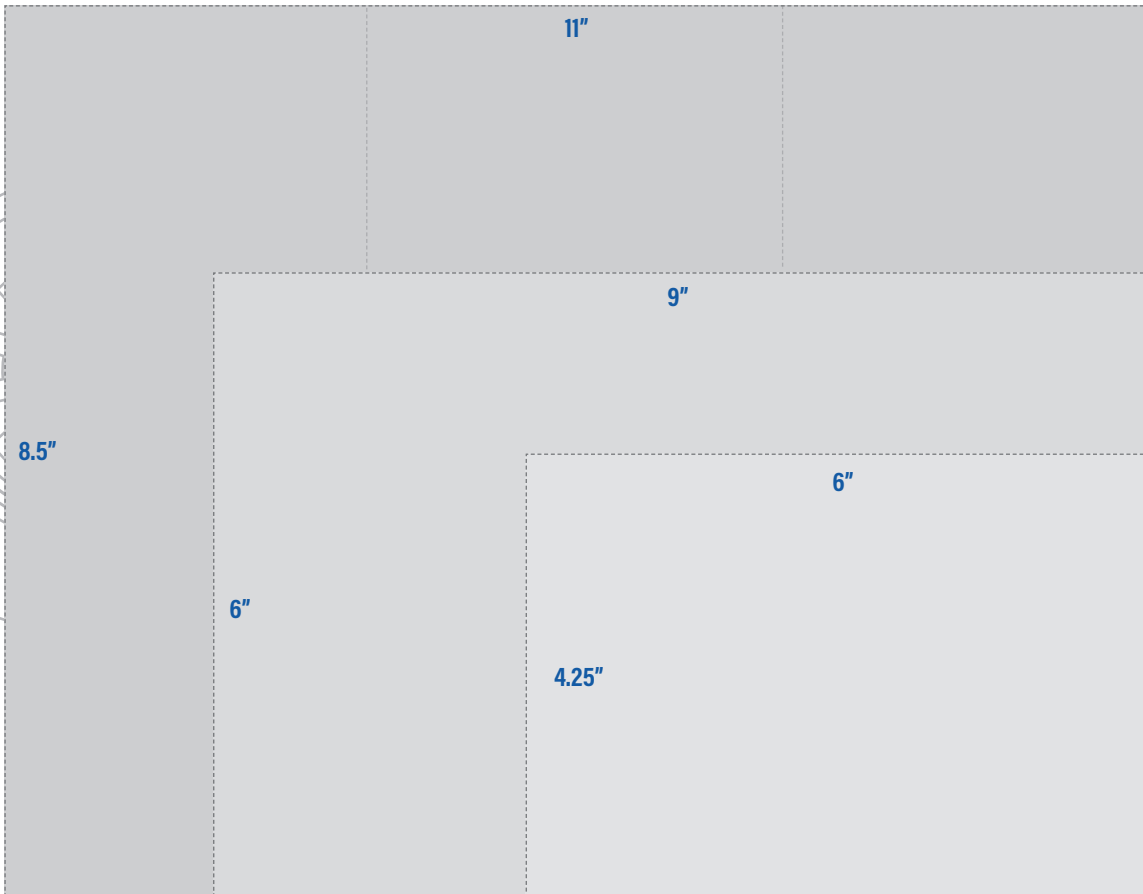
\*Ad creation available upon request for additional fee.

TMA Direct Mailer	
6" x 4.25" – Postcard	\$1,200
9" x 6" – Postcard	\$1,400
8.5" X 11" – Tri-Fold Self Mailer	\$1,600



*All mailings include presort standard postage (5-10 day delivery).*

*First class postage (3-5 day delivery) is available for an additional \$120.*





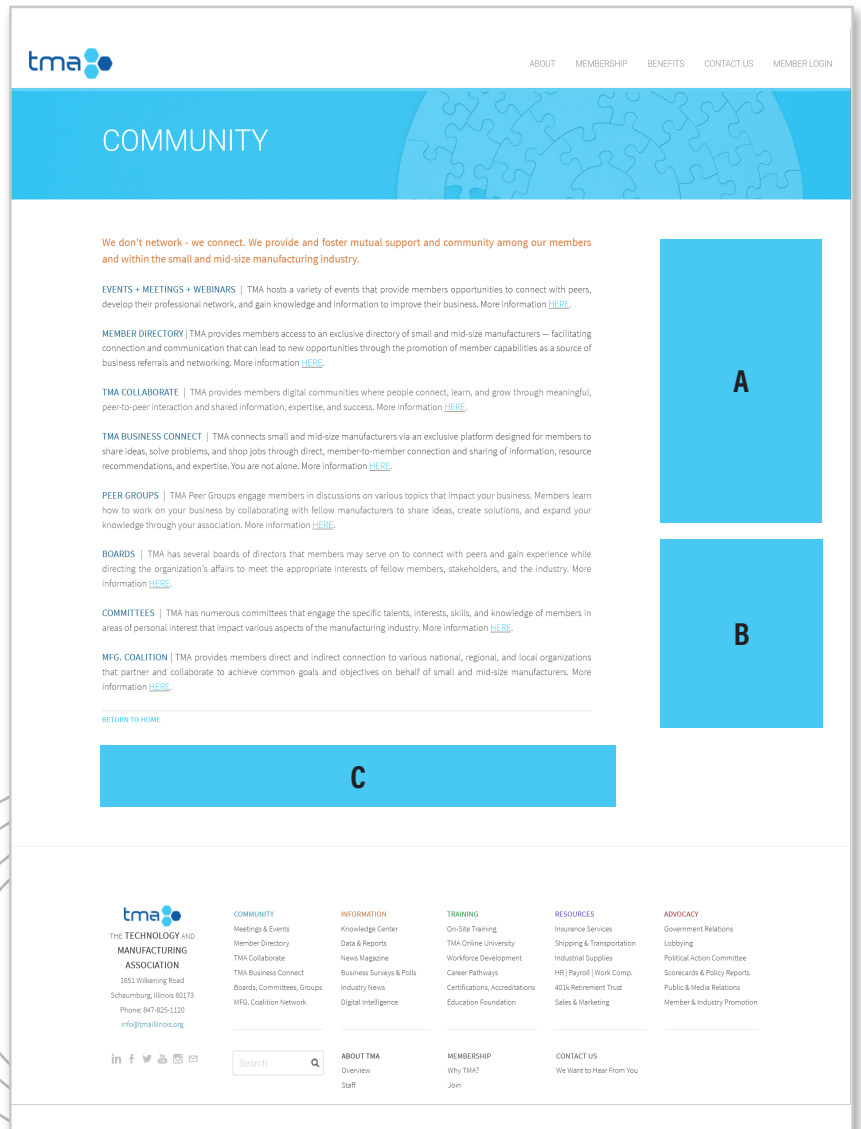
# DIGITAL

The **TMA Website** can help capture the attention of manufacturing professionals. By placing an ad on TMA's website, our online banner ad options put your company in front of TMA's targeted visitors each month. Brand your message while driving customer engagement to your products and services by placing a TMA website ad today! Banner ads will appear on TMA's primary webpages - Community, Information, Training, Resources, and Advocacy.

TMA Website Static Ads	
A - Large Sidebar (255x403)	\$600
B - Small Sidebar (255x253)	\$550
C - Leaderboard (822x93)	\$425

Ads "A & B" located on sidebar of internal pages  
 Ad "C" located on bottom of internal pages

\* Each advertisement is for the duration of one month.  
 Includes link to landing page of choice

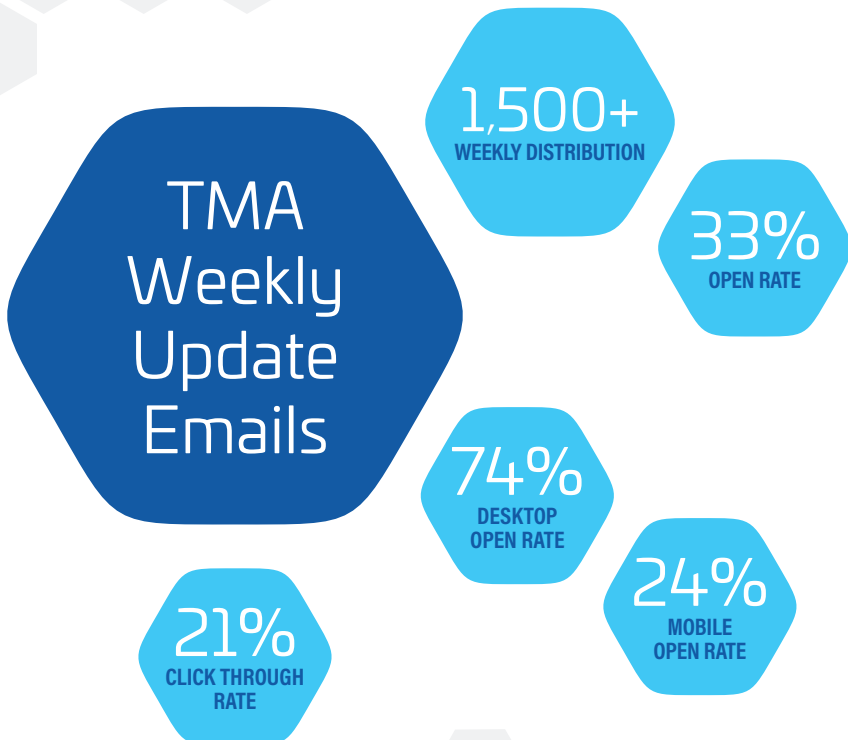


# DIGITAL

**TMA Weekly Update** is your opportunity to get in front of TMA members as often as possible. Each week 3,900+ members receive TMA eventNEWS with up-to-the minute notice of current events. By advertising in eventNEWS, you have a direct link to current and potential customers.

<b>TMA Weekly Update Emails - Weekly</b>	<b>4 Weeks</b>
Email Banner - 650 x 100	\$800
<i>* Includes link to landing page of choice</i>	
<b>Personalized eBlast</b>	<b>1x</b>
Advertiser content only	\$1,200

*One blast available per month.  
\* Includes link to landing page of choice*



TECHNOLOGY & MANUFACTURING ASSOCIATION  
**E-NEWS BULLETIN**  
MANUFACTURING STRONG!

View as Website  
tma

**Greetings!**  
Good morning! Below is information you may find useful. Please contact us at any time if you have questions or need assistance: [info@tmaillinois.org](mailto:info@tmaillinois.org), or 847-825-1120.

**SURVEY REVEALS LATEST PAIN POINTS FOR SMALL AND MID-SIZE MANUFACTURERS**  
TMA's ongoing survey of small and mid-size manufacturers found that workforce development and negative impacts of COVID-19 were the primary pain points for them as they ended 2020.

TECHNOLOGY & MANUFACTURING ASSOCIATION  
SMALL & MID-SIZE MANUFACTURERS SURVEY  
**MAJOR PAIN POINTS**  
December 2020

- Lack of Skilled Workers: 24%
- Cost of Employee Benefits: 8%
- Government Regulations and Taxes: 8%
- Material Costs: 8%
- Negative Impacts of COVID-19: 52%

**MANUFACTURERS' OUTLOOK SURVEY RELEASED**  
In the National Association of Manufacturers latest outlook survey found that 74.2% of respondents were either somewhat or very positive about the outlook for their company, which represented a notable improvement after the 33.9% and 66.0% readings in the second and third quarters, respectively. Just over 29% of manufacturers said that their revenues will have recovered either before or during the fourth quarter, and 67.7% anticipate that their revenues will be back to pre-pandemic levels by the end of 2021. After two quarters with weaker domestic demand topping the list of primary business challenges, the inability to attract and retain talent led the pack once again in the fourth quarter. Read the survey results [HERE](#).

**NEW MINIMUM WAGE RATES NOW IN EFFECT**  
Illinois rang in the New Year with an additional increase in the minimum wage to \$11 an hour. The minimum wage will continue to increase an additional \$1 an hour each January 1 until it reaches \$15 an hour in 2025. The minimum wage for employees who work fewer than 650 hours in a year also increased to \$5.50 per hour. The government mandates that all Illinois employers post the "Your Rights Under Illinois Employment Laws" in a conspicuous location where notices to employees are customarily posted. The color poster, which also covers other Illinois labor laws, can be found [HERE](#).  
NOTE: The minimum wage in Cook County is currently \$13 an hour unless your business is located in a municipality that opted out of the Cook County minimum wage ordinance. See list [HERE](#).

**TMA ADVOCACY**

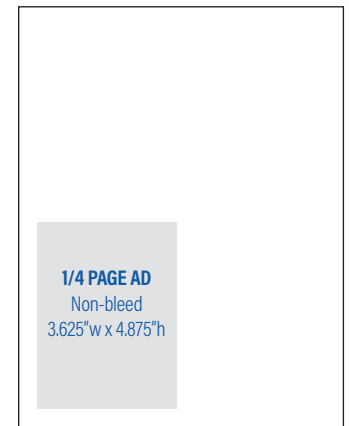
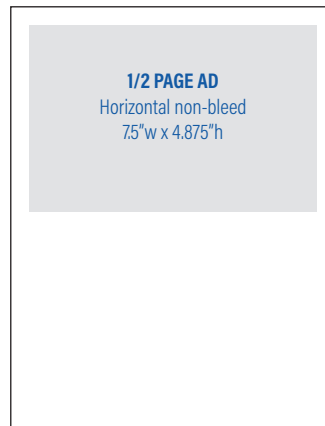
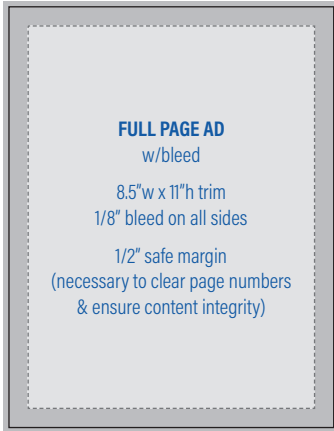
**TRANSPARENCY & ACCOUNTABILITY STILL NEEDED IN STATE'S COVID-19 PUBLIC POLICY**  
In May of last year, TMA called on the Illinois General Assembly to immediately convene and review Governor J.B. Pritzker's plan for reopening Illinois after using Executive Orders to shut it down in Mid-March due to COVID-19.

The legislators have yet to hold any hearings, and the questions TMA asked seven months ago remain unanswered. See what those questions are in the latest TMA News Bulletin. To read and/or download the piece, click the picture to the right.

**650 X 100**

# AD SIZES & SPECS

## News Bulletin and Online Training & Education Course Catalog



### File Specifications - File Formats

High resolution, press-ready PDFs such as PDF x-1a. Embed all fonts and images. Only use high quality, high resolution images and art. Please specify all clickable links for ads in the News Bulletin and TMA Training & Education Course Catalog.

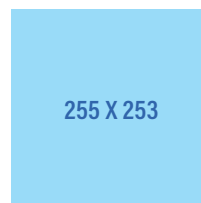
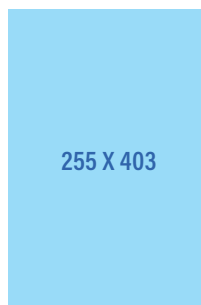
#### Full Page Ad with bleed (Special Instructions)

Build file to trim size and extend bleed 1/8" beyond trim on all four sides. Include trim/crop marks in final PDF.

#### Non-bleed Ads (Special Instructions)

Build files to their specified size. No trim/crop marks in final PDF.

## Banner Ads for Email and Website (All Dimensions in Pixels)



### File Specifications - File Formats

RGB .jpg or .png with a resolution of 72 dpi. Use high quality photography and type that is readable on-screen.







**Technology & Manufacturing Association**

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Phone: 847-849-5334

Fax: 847-825-0041

Email: [info@TMAIllinois.org](mailto:info@TMAIllinois.org)

