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.

100 YEARS

For 100 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.

Contact TMA at 847-849-5334 or info@TMAIllinois.org

PRINT

The **TMA News Bulletin** is a quarterly 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 - Quarterly	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.

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

** Includes link to landing page of choice*

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

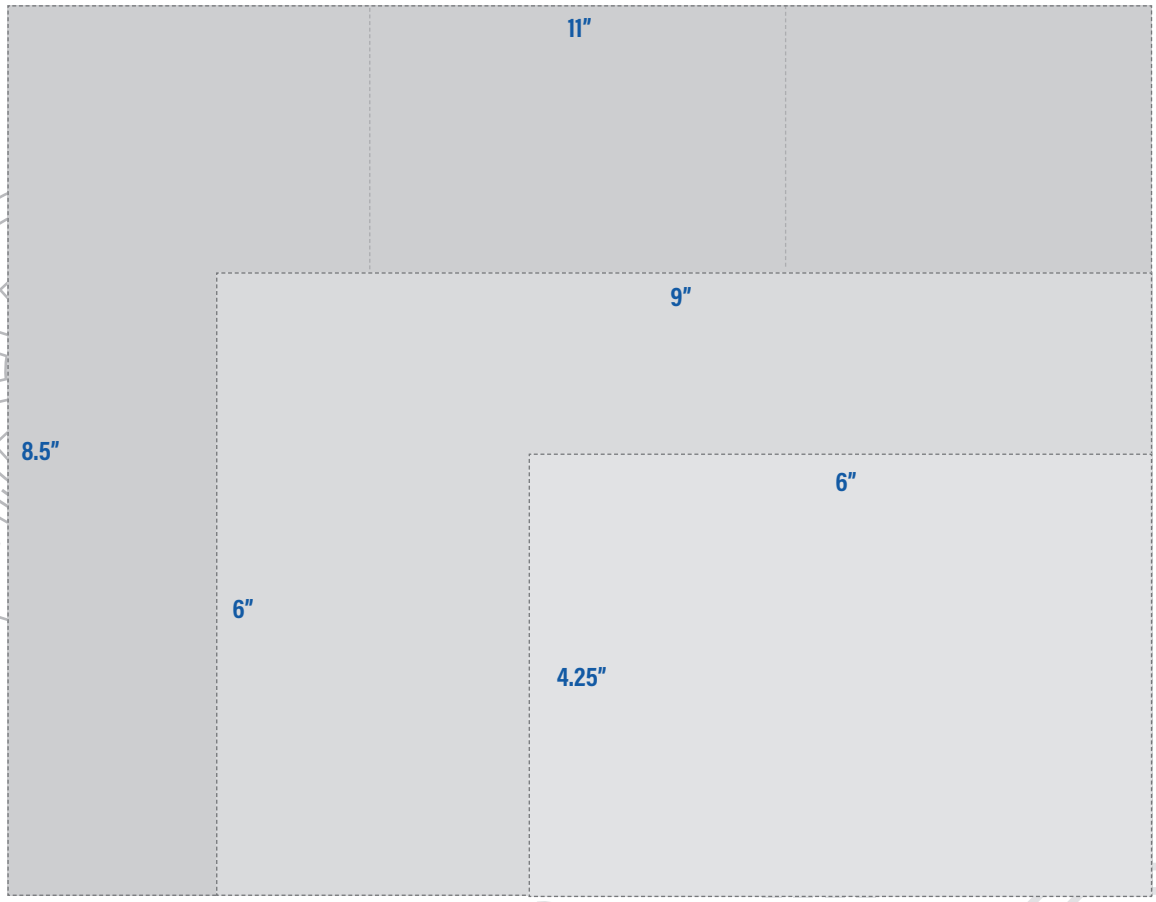
The **TMA Direct Mail Program** offers members the opportunity to purchase a direct mailer to fellow members. The pricing options below include a color-printed marketing piece of your choice, prepared for mailing, packaged, and sent to all TMA member companies.

*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.

1,205
PRINT DISTRIBUTION



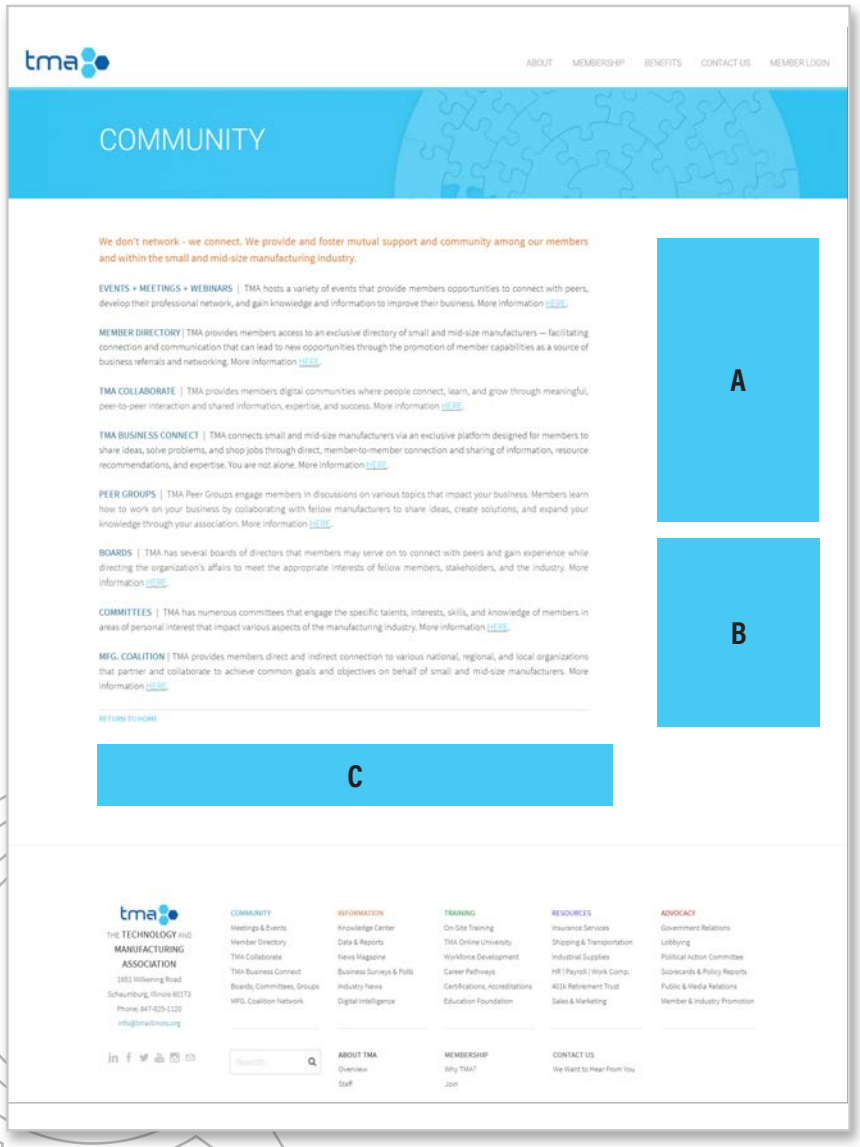
DIGITAL

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 e-NEWS with up-to-the minute notice of current events. By advertising in e-NEWS, you have a direct link to current and potential customers.

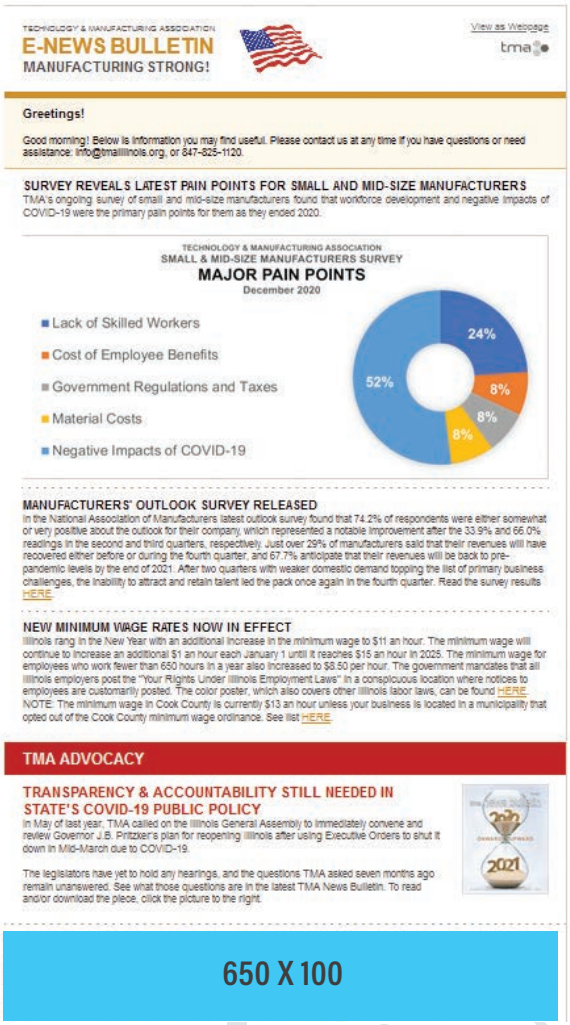
TMA Weekly Update Emails - Weekly	1 Weeks
Email Banner – 650 x 100	$350

** Includes link to landing page of choice*

Personalized eBlast	1x
Advertiser content only	$1,500

One blast available per month.

** Includes link to landing page of choice*



TMA Weekly Update Emails

1,500+ WEEKLY DISTRIBUTION

33% OPEN RATE

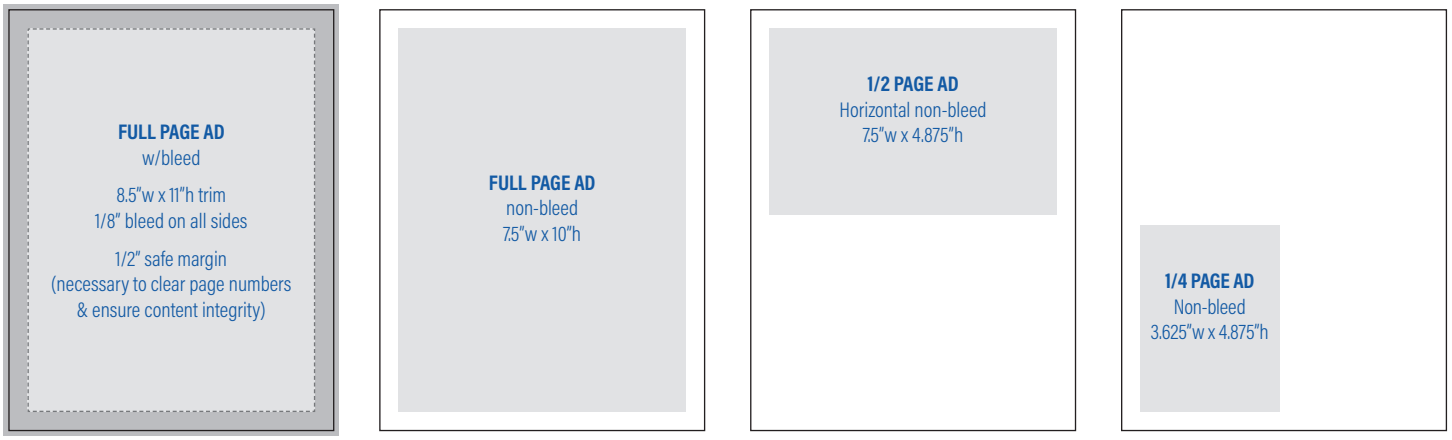
74% DESKTOP OPEN RATE

24% MOBILE OPEN RATE

21% CLICK THROUGH RATE

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.

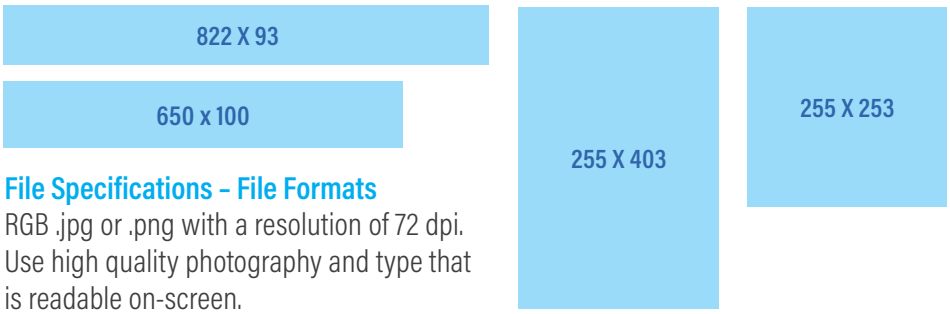
Full Page Ad with bleed (Special Instructions)

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.

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