

Seattle Industry

The Voice of Industry

Consolidated Advertising Rate Sheet

WEEKLY: The **Seattle Industry eBulletin** newsletter is a bi-weekly publication of the Manufacturing Industrial Council, sent electronically to a subscription list powered by Campaigner. The subscription list grew from 280 to over 2000 in its first year.

Four tile advertisements are accepted for SI and 2 for TMA for each publication. The ads are placed in the left column and run in each edition sent out during the month.

Sample tile ad size 120 x 240 px



Ad Placement	1 month	2 month	3 month
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SI eBulletin Advertising Rates:

2 sends/mo (over 4,000 impressions as of Jan-10)			
First	\$425	\$360	\$290
Second	\$400	\$340	\$270
Third	\$375	\$320	\$255
Fourth	\$350	\$300	\$240

Other Fees:

In addition to these rates, all new ads must be created by the MIC's staff; the cost is \$100.00

Duwamish TMA eBulletin Ad Rates: Includes

1 send/mo (about 2000 impression as of Jan-10)			
First	\$125	\$105	\$90
Second			

* Follow our web link for specification details - <http://www.seattleindustry.org/advertisbulletin.php>

ON THE WEB: Our website, www.SeattleIndustry.org, had more than 22,000 hits in the last nine months of 2009. Unlike other websites, we do not charge you for the number of impressions (the number of times the page with your ad is viewed) but rather for 1 or 3 month blocks of time. This gives you a better value for each advertising dollar.

Ad Placement	1 month	3 months
Footer Banner is shown on the bottom of every page throughout the entire website. This format is a long narrow banner size 300 x 25 px with a link to your website.		
Foot Banner	\$150	\$350
Half Banner is a large ad in a prominent spot on the home page. The ad is a 244 x 115 px rectangle with a link to your own website.		
Half Banner	\$100	\$250
Current Issue Ad is a button placed at the top of the sidebar running on our most current print issue web page. The ad is a 125 x 125 px square with a link to your website.		
Current Issue	\$100	\$250
Article Pages Ad offer a great alternative – especially if one topic is of more importance to you than the others. A button ad is placed at the top of the sidebar running with all articles under that topic. The ad is a 125 x 125 px square with a link to your website		
Article Pages	\$75	\$200

Other Fees: In addition to the above rates, all new ads must be created by the MIC's staff; the cost is \$100.

* Follow our web link for specification details - <http://www.seattleindustry.org/advertisitesite.php>.

PERIODICAL: Seattle Industry magazine is a print magazine published by the Manufacturing Industrial Council and distributed to over 12,000 industrial business owners and managers throughout the Puget Sound, the states of Washington and Alaska, as well as to elected officials. The magazine represents an industrial perspective as no other publication can because it's designed and written from the ground up with the direction of industrial employers.

Covers	1X	2X	4X
Outside Back - Full Page	\$2,690	\$2,545	\$2,390
Inside Front - Full Page	2,555	2,410	2,275
Inside Back - Full Page	2,425	2,280	2,160
Inside	1X	2X	4X
Full Page	\$2,120	\$2,020	\$1,850
1/2 Page	1,275	1,215	1,115
1/4 Page	745	705	640
Business Card (Member*)	150	-	125
Business Card (non-Member)	250	-	175

MIC Members receive a 20% discount off all insertion rates except business card advertisements (see special rates for members). * Follow our web link for specification details - <http://www.seattleindustry.org/advertisemag.php>

Yes, we'd like to reserve an advertisement with Seattle Industry:

Company Name: _____

Landing Page, (url): <http://www.>_____

Seattle Industry eBulletin:

Ad placement ____ First ____ Second ____ Third ____ Fourth

Month Commencing: _____ for Number of Months: _____ at \$_____ per month.

www.SeattleIndustry.org:

Ad placement ____ Footer ____ Half Banner ____ Current Issue ____ Article Pages

Month Commencing: _____ for Number of Months: _____ at \$_____ per month.

Seattle Industry Magazine:

Cover ____ Outside Back ____ Inside Front ____ Inside Back ____ Frequency

Inside ____ Full Page ____ 1/2 Page ____ 1/4 Page ____ BC-mbr ____ BC-non-mbr ____ Frequency

X _____ Date: _____

Authorized Signer

Company Contact:

Name: _____

Phone: _____

Email: _____

SI eBulletin Contact:

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