

# Reach An American Machinist's Inbox

## eNewsletter Sponsorship

### American Machinist Weekly Update

American Machinist's Weekly Update eNewsletter is the best way to reach machine shop owners via email. Relevant editorial content motivates executives to subscribe to American Machinist's Weekly Update eNewsletter. Each issue has a different editorial focus and mission, and is written specifically to meet the information needs of contract manufacturers and machine shops.

**FREQUENCY: WEEKLY (THURSDAYS) / CIRCULATION: 16,300**

**1. TOP SPONSOR: RATE: \$1,250 NET**

ONE PER ISSUE. HEADLINE, 125 WORDS OF TEXT, 180W X 150H IMAGE.

**2. MIDDLE SPONSOR: RATE: \$675 NET**

ONE PER ISSUE. HEADLINE, 75 WORDS OF TEXT, 180W X 150H IMAGE AND TWO LINKS.

**3. HOT PRODUCTS: RATE: \$300 NET EACH**

HEADLINE, 50 WORDS OF TEXT, 180W X 150H IMAGE AND ONE LINK.

### 3D Printing 360

Gain the attention of manufacturing executives who need the latest on one of the most exciting new technologies of the past few decades. 3D Printing 360 provides in-depth coverage of the latest 3D printing applications, tools and devices for use in industries from design and manufacturing.

**FREQUENCY: TWICE MONTHLY (FIRST & THIRD MONDAY) / CIRCULATION: 19,700**

**1. TOP POSITION - \$2,000 NET PER ISSUE**

**2. SECOND POSITION - \$1,000 NET PER ISSUE**

**3. PRODUCT POSITIONS - \$750 NET PER ISSUE**

### Quick Manufacturing News (QMN)

Deliver your message to the broadest and biggest audience built from the files of Penton's Manufacturing & Supply Chain Group properties. QMN keeps executives up-to-date on the latest manufacturing news, analysis and products.

**FREQUENCY: DAILY (EVERY BUSINESS DAY) / CIRCULATION: 155,000 PER WEEK**

**EXCLUSIVE SPONSORSHIP:**

**NET INVESTMENT: \$3,500 PER WEEK / 3 WEEKS: \$3,200 / 6 WEEKS: \$3,000 / 12 WEEKS: \$2,700**

The screenshot shows the top of the eNewsletter with the title "American Machinist Weekly Update" and the "AMERICAN MACHINIST" logo. Below the header is an "Articles" section. The first article is "Global Steel Tonnage Increasing Steadily" with a sub-headline "Raw steel production continues to solidify its progress after two years of weak results. Steelmakers in 67 countries produced 143.6 million metric tons during August, -0.1% from July but +6.26% versus August 2016. YTD, steelmakers have produced 1.12 billion metric tons, +4.76% over 2016." and a "READ MORE" link. The second article is "Abrasive Tool Cuts Cycle and Finishing Times" with a sub-headline "Versatile flexible hone performs fine surface finishing for internal bores, edge-breaking for undercuts, deburring for intersecting drilled holes." and a "READ MORE" link. The third article is "6 Ways a CMMS Can Maximize Machine Uptime" with a sub-headline "Switching from manual methods to a computerized maintenance management systems can help save up to 18% in repair costs, reduce HVAC energy consumption by 20%, and save at least 15% of time spent processing information." and a "READ MORE" link. The fourth article is "Get a Grip on Machine Shop Safety" with a sub-headline "The risks to personnel are inherent to the work in progress, so everyone working in a machine shop must be alert, informed and well-trained." and a "READ MORE" link. There is also an advertisement for "How to Deliver on the Promise of Industry 4.0" with a "Download now" link.

# Drive Traffic To Your Website With A Cost Effective Email Solution

## eBlasts

Make an immediate impact with your sales messages, new product launches, content and event promotions with exclusive emails to your target audience. These high impact messages drive traffic to your site, assist in revenue generation and build your company's image. Audiences can be targeted based on industry, job function, buying influence, geographical area and more!

All standard email campaigns consist of a standard email to your target audience and two follow ups to those that open and click on the email (all creative assets must be submitted at the same time).

Email campaigns also include detailed performance tracking including open, click through and click-to-open rates, link tracking, and a demographic assessment.

**RATE: \$335 CPM**

## Three-touch eblast Program

Maximize your email efforts! Our three-touch email program is designed to engage your best audience. You'll get to send an email to your target audience, followed by an email to non-opens AND to those that clicked and opened as well (all email creative assets must be submitted at the same time).

**RATE: \$350 PER THOUSAND EMAILS**

**Format:** Client provides the HTML and all images within the html messages must be hosted online and a full image source link provided. For additional specifications, please contact your local Forging sales representative.



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## eBlasts (continued)

### Audience Extension (CRM Retargeting)

Just pick your audience and serve your ad almost anywhere your prospect goes across the web. Audience Extension is a more robust form of online retargeting. Our advantage is that we are able to serve banner ads and retarget based on an audience profile, interaction with an email send, an ad placement or all of the above.

#### Benefits:

- Audience Extension builds brand awareness and increases visibility
- When coupled with an email or other marketing initiatives, Audience Extension lifts response
- Audience Extension reinforces your marketing message



### Standard Email Campaign, plus Audience Extension

Consists of the standard eblast campaign and CRM retargeting

RATE: \$335/M