

WOMEN IN MANUFACTURING ADVERTISING OPPORTUNITIES

2020-2021

CUSTOM E-BLASTS

These sponsored, custom e-mails reach a targeted list of recipients, based on job titles, industry served and geographic location.

Rate	Frequency (Quarterly)
\$1500	1 time
\$2800	2 times
\$5500	3 times

IMPACT ADVERTISING

IMPACT Stats:

Subscribers: 7,625

Average Open Rate: 19%

Average Click Rate: 5.6%

WiM IMPACT Advertising Rates

Product	Size	1 month	3 month	6 month	12 month
Banner Advertisement	600 x 200	\$550	\$1500	\$2,500	\$6,000
Medium Tile Advertisement	500 x 500	\$400	\$1000	\$2,000	\$4,000
Small Tile Advertisement	250 x 250	\$250	\$600	\$1,500	\$2,500

Acceptable Ad File Formats: PNG, JPG, or GIF format

WEB ADVERTISING on www.womeninmanufacturing.org

Website Stats:

Average Time on Page: 2:35

Unique visitors: 4,535 monthly in 2019

Sessions: 7,184 avg. per month

Page Views: 43,654 avg. per month

Traffic from New Visitors: 83.7%

WiM Web Advertising Rates

Product	Size	3 month	6 month	12 month	Location
Tile Advertisement	300 x 250	\$400	\$700	\$1,300	homepage and rotates with other advertisements.

Footer Advertisement	728 X 90	\$1,300	\$1,500	\$2,000	Visible on all webpages and rotates with other advertisements.
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For additional information on advertising opportunities or to place your ad please contact Allison Grealis at agrealis@womeninmfg.org.

WEBINAR SPONSORSHIP PACKAGE

Women in Manufacturing Association webinar packages are successful marketing opportunities that generate top-quality lists of industry professionals interested in your company and its solutions.

Your webinar sponsorship includes:

- Your logo on all webinar promotions
- Database of all registrants
- A digital ad in Women in Manufacturing's IMPACT monthly e-newsletter
- Two attendee promotional e-mails sent to our subscriber list
- Attendee promotion on www.womeninmanufacturing.org
- Archive recorded webinar on www.womeninmanufacturing.org

Benefits of sponsoring a webinar with WiM:

- Generate top-quality sales leads
- Gain new customers
- Deliver education on your company and its solutions
- Further company brand awareness
- Access additional post-event sales leads from the recorded webinar

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