



**FPDA ADVERTISING OPPORTUNITIES 2020**

Advertise and increase your exposure in the fluid power industry and beyond! New in 2020 – there are no additional fees for color ads and a set fee for premium placement in the Joint Summit Guide & Membership Directory.

**Print Options**

**Digital Options**

<p><b><u>2020 Industry Summit Guide/Annual Membership Directory:</u></b></p> <p>Take advantage of this combined Industry publication distributed to all ISD members, Summit attendees and members of sponsoring association - reaching over 1,000 member contacts in the sealing and fluid power industries</p> <p><b>Standard Full Color Ad Options:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Business Card - \$650</li> <li><input type="checkbox"/> 1/4 page - \$750</li> <li><input type="checkbox"/> 1/3 page horizontal or vertical - \$1,225</li> <li><input type="checkbox"/> 1/2 page horizontal - \$1,425</li> <li><input type="checkbox"/> Full page - \$1,750</li> </ul> <p><b>Premium Placement options</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Special Placement - \$600</li> </ul> <p><b>Print orders are due by July 3, 2020 and ad copy must be submitted by July 24, 2020.</b></p>	<p><b><u>FPDA In Motion e-Newsletter:</u></b> (200 x 600 pixels – preferred jpeg format) Monthly e-newsletter reaching over 700 FPDA members - timely topics, member news, members only benefits.</p> <p>Rectangular Footer Ad with Company Link (limit 2)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 6 months - \$500</li> <li><input type="checkbox"/> 12 months - \$900</li> </ul> <p>Premium Placement Ad with Company Link (limit 1)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 6 months - \$650</li> <li><input type="checkbox"/> 12 months - \$1,200</li> </ul> <p><b><u>FPDA Website Scrolling Logo:</u></b> (Logo should be high res jpeg or PNG file)</p> <p>Scrolling Logo with company link (limit 4)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 6 months - \$550</li> <li><input type="checkbox"/> 12 months - \$1000</li> </ul> <p><b>Digital ads are due 1<sup>st</sup> Thursday each month</b></p> <p><b><u>In Motion &amp; Summit Daily package:</u></b> This option combines the excellent visibility of the monthly newsletter PLUS the Summit Daily's which are emailed every day to Summit attendees.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 12 month footer ad In Motion &amp; Daily's (limit 1) - \$1200</li> </ul>
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Questions? Contact Cathy Vick, FPDA Sales Development Manager at [cvick@fpda.org](mailto:cvick@fpda.org) or call 410-940-6347



## TECHNICAL SPECIFICATIONS and DUE DATES

### **2020 SUMMIT GUIDE & MEMBERSHIP DIRECTORY – Ad due date July 24, 2020**

#### **Preferred formats:**

Adobe illustrator eps file, convert all type to outlines

Hi-res PDF file with fonts embedded

#### **Acceptable formats:**

Can accept files electronically or by mail: If files are sent electronically, without a printed color proof for reference, you are submitting the files at your own risk. If you prefer to submit electronically, please mail a printed color proof ad if possible or send a PDF of the ad copy with art. Or send CD to the ISD office with a color proof copy enclosed to ensure color, layout and font match.

**Quark Xpress 6.0 or later or Adobe In-Design 4.0 or later** – If working in Quark or Adobe InDesign, please submit the actual InDesign or Quark file and include the following:

**Fonts:** All printer and screen fonts should be supplied on CD.

**Graphics:** All photos, scans and graphics that are placed in the document, must be supplied on CD.

**Full Page Bleeds:** Document Trim Size is 8 ¼" x 10 ¾"; please supply 8 ½" x 11"; safety ¼" from both sides, ⅜" from top and bottom. Other dimensions available upon request.

#### **Size specifications:**

Full Page: 8 ¼" wide by 10 ¾" high

1/2 Page: Horizontal ad - Maximum dimensions – 6 ⅞" wide x 4 ⅝" high

1/2 Page: Vertical ad – Maximum dimensions – 4 ½" wide x 7 ½" high

1/3 Page: Horizontal ad - Maximum dimensions – 4 ½" wide x 4 ⅝" high

1/3 Page: Vertical ad – Maximum dimensions – 2 ¼" wide x 9 ¾" high

1/4 Page: Maximum dimensions – 3 3/8" wide x 4 5/8" high

Business Card: Maximum dimensions – 3 ½" wide x 2" high - (jpeg, eps, pdf, in 300 dpi or greater)

#### **FPDA IN MOTION e-NEWSLETTER:**

Monthly e-newsletter - Ad copy due the first Thursday of the Month (February 6, March 5, etc.)