



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

2020 Industry Summit Guide/Annual Membership Directory:

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

Standard Full Color Ad Options:

- ☐ Business Card - \$650
- ☐ 1/4 page - \$750
- ☐ 1/3 page horizontal or vertical - \$1,225
- ☐ 1/2 page horizontal - \$1,425
- ☐ Full page - \$1,750

Premium Placement options

- ☐ Special Placement - \$600

Print orders are due by July 3, 2020 and ad copy must be submitted by July 24, 2020.

Digital Options

FPDA In Motion e-Newsletter:

(200 x 600 pixels – preferred jpeg format)
Monthly e-newsletter reaching over 700 FPDA members - timely topics, member news, members only benefits.

Rectangular Footer Ad with Company Link (limit 2)

- ☐ 6 months - \$500
- ☐ 12 months - \$900

Premium Placement Ad with Company Link (limit 1)

- ☐ 6 months - \$650
- ☐ 12 months - \$1,200

FPDA Website Scrolling Logo:

(Logo should be high res jpeg or PNG file)

Scrolling Logo with company link (limit 4)

- ☐ 6 months - \$550
- ☐ 12 months - \$1000

Digital ads are due 1st Thursday each month

In Motion & Summit Daily package:

This option combines the excellent visibility of the monthly newsletter PLUS the Summit Daily's which are emailed every day to Summit attendees.

- ☐ 12 month footer ad In Motion & Daily's (limit 1) - \$1200

Questions? Contact Cathy Vick, FPDA Sales Development Manager at 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 ¾" 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.)