

ABMA NEWS IN MOTION

REACH

1,200

BEARING SUPPLY CHAIN PROFESSIONALS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

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A

AJAX
ROLLED RING AND MACHINE
CUSTOM MANUFACTURER OF SEAMLESS ROLLED RINGS
DOWNLOAD OUR BROCHURE

ABMA NEWS IN MOTION

B

PRODUCT SHOWCASES

Manufacturing in US expanded at faster pace last month
Bloomberg
U.S. manufacturing accelerated in February to the fastest pace since May 2004, a sign that factories are ramping up production to meet demand. The Institute for Supply Management's factory index increased to 61.4 from 60.8 in January, the Tempe, Ariz.-based group said today. Readings greater than 50 signal growth. In Europe, manufacturing expanded at the fastest pace in more than 10 years, while the rate of growth at factories in China was the slowest in six months. [MORE](#)

THERMOTECH
Where Most Take Shape
PRECISION INJECTION MOLDING AND ASSEMBLY

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C

Romax Technologies
WORLD LEADING DRILLING ENGINEERING SPECIALISTS

Best practices for strategic talent management in manufacturing organizations
Reliable Plant Magazine
Increasingly, CEOs, boards and other executives are asking human resources leaders to help achieve corporate goals by addressing a number of talent management challenges. Within the manufacturing sector, many organizations have implemented programs such as the ISO 9001 quality management system in an effort to drive profitability and competitiveness. ISO standards require organizations to be able to identify skill sets and competencies for each job in order to maintain certification. [MORE](#)

New North collaboration focuses on wind turbine industry
Green Bay Press-Gazette
When Jerry Murphy sees a power-generating wind turbine, he sees a business opportunity and hopes others share his vision. "I think we're doing OK," said Murphy, executive director of the North Inc., an economic development organization representing 18 counties across Northeastern Wisconsin. "We've done a good job of educating the businesses here." [MORE](#)

C1

SOLAR ATMOSPHERES
SPECIALIZING IN VACUUM SEAL TREATING AND VACUUM BAKING
LOOKING FOR ADVICE OR INFO ON ONE OF OUR SERVICES? [ASK AN EXPERT](#)

McJames Rolled Rings
We produce seamless rolled rings ranging from 4" to 22" in carbon, alloy and stainless steel.

F

RBC Bearings Incorporated posts large volume increase, hits \$36.04
American Banking News
Shares of RBC Bearings Incorporated saw unusually high trading volume recently. Approximately 101,200 shares changed hands during mid-day trading, an increase of 12.61 percent from the previous session. The stock last traded at \$36.04. [MORE](#)

D

PRODUCT SHOWCASES

The REM Isotropic Superfinish (ISF) Process

The REM Isotropic Superfinish (ISF) Process is a value adding and performance enhancing improvement to conventional machining operations such as grinding and lapping. The extensive benefits of the ISF Process add value and improve performance across a wide range of industries.

Tapered Roller Bearings

General Bearing Corporation manufactures high quality Tapered Roller Bearings under the "Hyatt" brand name. Standard features of Hyatt Tapered Roller Bearings include but are not limited to:

- Extremely close roller diameter variation within any assembly
- Superior dimensional and surface finish controls
- Optimum geometry, including roundness, profile and angle.

ND300 Gear Measurement Systems

The Next Dimension® Series of Analytical Gear Measurement Systems are the easiest to use and most reliable gear inspection machines in the industry. Next Dimension® Gear Measurement Systems evaluate many elemental gear attributes.

Paul Downs: Why I think manufacturing has a future
The New York Times
I recently read an article in The New York Times under the headline "When Factories Vanish, So Can Innovators." Because I run a small factory, I read it with interest. I'm not sure that these kinds of articles — and there are plenty of them — give a fair representation of manufacturing in America. For instance, one might get the impression that American factory jobs are about to disappear, but according to the Bureau of Labor Statistics, we actually have two million more factory workers today than we did in 1939. I'm also not sure why one would measure lost manufacturing capacity in terms of lost workers. [MORE](#)

Oil prices are higher than you think
Forbes
The price of crude oil is surging and becoming, once again, a national preoccupation. Crude oil price neared \$107, reported several outlets including MarketWatch and ABC News. Oil prices have the attention of President Barack Obama, who is reportedly considering tapping into an emergency store of oil. [MORE](#)

E

PRECOMARK
Mubea Disc Springs
Mubea manufactures control and damped disc springs as well as pre-assembled stacks. Disc springs satisfy stringent requirements against settling loss and for fatigue strength. [MORE](#)

Toyota hybrid sales top 3 million
Manufacturing Net
Toyota Motor Corp. said recently that global sales of its hybrid models have topped 3 million vehicles on the back of brisk demand for the Prius. The world's No. 1 automaker has sold more than 3.03 million gasoline-electric hybrid vehicles worldwide since 1997, when Toyota first rolled out the Prius in Japan, it said. [MORE](#)

Wind energy now cost competitive with coal
PlanetSave
Perhaps not in your part of the world, but according to the latest report from Bloomberg New Energy Finance, in many parts of the world, onshore wind power is now completely cost-competitive with coal. [MORE](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 1,200 association professionals and suppliers (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

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dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. **More**

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Callout Text Ad
\$2500

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aliqua. Ut enim ad minimum veniam, quis. **More**

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Traditional Text Ad
\$1500

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Lorem ipsum
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sed do eiusmod
tempor **More**

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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THE ABMA NEWS IN MOTION, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO THE BEARING INDUSTRY GLOBAL SUPPLY CHAIN.

The news tackles today’s most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of key decision makers in the bearing industry from suppliers and manufacturers to end users and related industries. The ABMA News in Motion keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

THE ABMA News in Motion
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN THE ABMA NEWS IN MOTION:



CREDIBLE SOURCE

For almost 100 years, our members have turned to the association as the informational authority of the industry. Advertising in the ABMA News in Motion solidifies your place among weekly information provided to ABMA members.



TARGETED DISTRIBUTION

Advertising in the ABMA News in Motion allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to the ABMA News in Motion have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, the ABMA News in Motion ensures your ad will be seen weekly by 1,200 bearing industry senior level executives worldwide.



AFFORDABLE

Advertising in the ABMA News in Motion is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the ABMA News in Motion has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the ABMA News in Motion.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.