

THIS WEEK IN WELDING

REACH

37,000

WELDING PROFESSIONALS WORLDWIDE

EACH WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A

B

B1

F

The screenshot shows the homepage of 'This Week in Welding'. At the top, there's a navigation bar with 'Home', 'About', 'Membership', 'Certification', 'Education', 'Bookstore', and 'Contact Us'. The main content area features several articles and advertisements. On the left, there are vertical banners for 'INNOVATIVE SOLUTIONS FOR NON-DSTRUCTIVE TESTING' and 'Test with The Best.' Below these are images of industrial machinery like 'PLASMA BEVEL CUTTING MACHINE' and 'AJAN'. The main articles include:

- 'How to train US workers back into manufacturing jobs' by H&S Tools, Inc., discussing the need for technical training in manufacturing.
- 'Welding Bucks' get structural welding code certification' by Alpine Avalanche, reporting on students at Alpine High School.
- 'Product Showcase' featuring H&S Tools, Inc. (TS-400), Thermion - Ceramic Composite Coatings, and Fuchs - Industrial Lubricating Oils.
- 'Alloy welding applications' by Welding & Gases Today Online, discussing technical assistance for manufacturers.
- 'CURRENT PROMOTIONS' for 30% off Direct Marketing Services and FREE Payment Account Setup.
- 'The Federal Motor Carrier Safety Administration asking for input on its strategic plan' by J.J. Keller & Associates.
- 'New Mexico students take gold at welding comp' by The Daily Times, reporting on a welding competition.
- 'Featured Companies' including Buffalo Welding Corp and The Harris Products Group.
- 'Focus on value and welding solutions' by TODAY, discussing business models for welding suppliers.

 At the bottom, there's a 'This Week in Welding' section with contact information for Colby Horton and a 'Recent issues' section. A footer contains the website's address: 7701 Lee Collins Pkwy, Ste. 300, Irving, TX 75039.

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C1

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LEADERBOARD

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

TOP/BOTTOM SKYSCRAPER

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

TOP/BOTTOM BANNER

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

PRODUCT SHOWCASE

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

FEATURED COMPANY

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

TRADITIONAL TEXT AD

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

CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 37,000 professional welders (one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$4000/\$3500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper Top/Bottom
\$4000/\$3500

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$3950

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



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Featured Company
\$2500

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



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Traditional Text Ad
\$1500

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



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Current Promotion
\$2750

Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

CONTACT US

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THIS WEEK IN WELDING, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO WELDING PROFESSIONALS AND DECISION MAKERS WITHIN EVERY INDUSTRY THAT IS INVOLVED WITH CONNECTING METAL.

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 and is delivered to the inboxes of welders, researchers, educators, energy industry professionals, construction laborers, foremen, and PhDs.

THIS WEEK IN WELDING
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN THIS WEEK IN WELDING:



CREDIBLE SOURCE

For 92 years, our members have turned to the association as the informational authority of the industry. Advertising in This Week in Welding solidifies your place among weekly information provided to AWS members.



TARGETED DISTRIBUTION

Advertising in This Week in Welding 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 This Week in Welding 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, This Week in Welding ensures your ad will be seen weekly by our 37,000 subscribers.



AFFORDABLE

Advertising in This Week in Welding 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 This Week in Welding 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 This Week in Welding.



TRACK CAMPAIGN EFFECTIVENESS

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