

# ESA Advertising Packages 2022

[CLICK TO SUBMIT YOUR AD](#)



ESA is pleased to offer impactful advertising opportunities to help increase your company's exposure. Multiple options are available for any budget and frequency.

## Service Connections

This monthly e-newsletter is distributed to all ESA member companies and contacts, totaling over 200 business leaders. Your ad is linked directly to your company website.

**Average Email Open Rate (2022): 35%**

*Industry Average: 21.3%*

### Premium Placement:

Your ad is placed at the top of the newsletter (limit one ad per issue).

- \$800 (3 issues)
- \$1,500 (6 issues)
- \$2,800 (12 issues)

### High Placement:

Your ad is placed in the middle of the newsletter (limit one ad per issue).

- \$550 (3 issue)
- \$1,000 (6 issues)
- \$1,800 (12 issues)

### Footer Placement:

Your ad is placed at the bottom of the newsletter (limit one ad per issue).

- \$400 (3 issue)
- \$700 (6 issues)
- \$1,200 (12 issues)

### Acceptable Formats:

- JPEG or PNG format

### Size Specifications:

- 600 x 150 pixels

**Ad copy must be submitted by the first Thursday of each month.**

*Industry average open rate is from 2019 and courtesy of MailChimp.*

## 2022 Industry Summit Guide

Take advantage of this combined industry publication distributed to all ESA members and members of sponsoring associations — reaching more than 200 member contacts in the sealing, motion control, and equipment services industries.

### Standard Full Color Ad Options:

- Business Card Ad: \$650
- 1/4 Page Ad: \$750
- 1/3 Page Horizontal Ad: \$1,225
- 1/2 Page Horizontal Ad: \$1,425
- Full Page Ad: \$1,750

### Premium Placement:

- Special Placement Ad: \$600

### Acceptable Formats:

- Adobe Illustrator EPS file, convert all type to outlines
- Hi-res PDF file with fonts embedded
- 300 dpi or greater

### Size Specifications:

- Full Page Ad: 8 ¼" wide by 10 ¾" high
- 1/2 Page Horizontal Ad: 6 ⅞" wide x 4 ⅝" high
- 1/2 Page Vertical Ad: 4 ½" wide x 7 ½" high
- 1/3 Page Horizontal Ad: 4 ½" wide x 4 ⅝" high
- 1/4 Page Ad: 3 ⅜" wide x 4 ⅝" high
- Business Card Ad: 3 ½" wide x 2" high

### Full Page Bleeds:

Please supply an 8 ½" x 11" formatted document.

- Document Trim Size: 8 ¼" x 10 ¾"
- Safety: ¼" from both sides, ⅝" from top and bottom

**Ad copy must be submitted by August 1, 2022.**

**The 2022 Industry Summit will be held on October 2–5, 2022 in Snowmass Village, Colorado. Visit [industry-summit.org](http://industry-summit.org) for more information.**

# ESA Advertising Packages 2022

[CLICK TO SUBMIT YOUR AD](#)

## ESA Social Media

Increase your exposure in the industry and beyond! Your 15-30 second commercial or advertisement will be posted on ESA's social media channels during the month of your choosing (two posts available per month).

- \$200 per post

### Acceptable Formats:

- MP4 video format, no more than 30 seconds in length
- Maximum of 200 characters for text ads

**Ad copy must be submitted the last Monday of the previous month, prior to ad placement.**

## ESA Website Scrolling Logo

Visible on every page of the website. Your logo is linked directly to your company website.

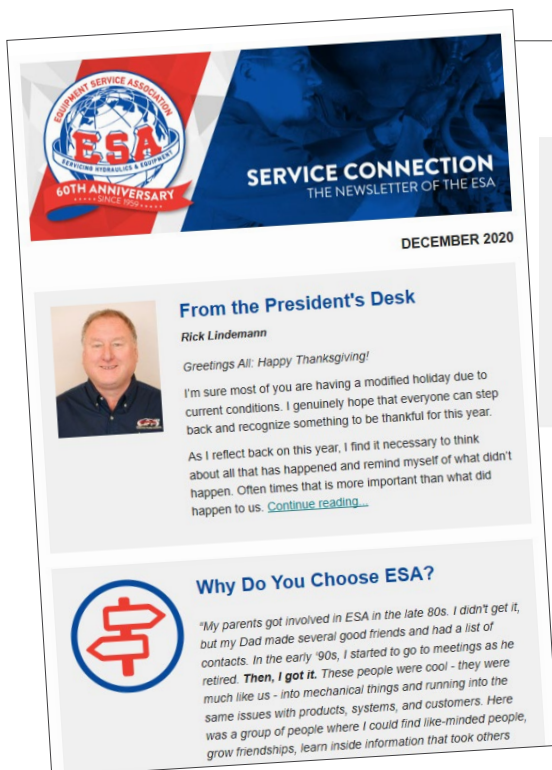
- \$600 (3 months)
- \$1,000 (6 months)
- \$1,800 (12 months)

### Acceptable Formats:

- High resolution JPEG or PNG format

### Size Specifications:

- 500 x 500 px



Register | Log In | [Twitter](#) | [LinkedIn](#) | [Facebook](#)

[About](#) | [Member Directory](#) | [Benefits](#) | [Scholarships](#) | [Training/Events](#) | [Join ESA](#) | [News](#) | [Store](#) | [Contact](#) | [Search](#)

## EQUIPMENT SERVICE ASSOCIATION

**AFTER THE SALE, IT'S SERVICE THAT COUNTS!**

Email: [ESA@2esa.org](mailto:ESA@2esa.org) | Web: [www.2esa.org](http://www.2esa.org)  
Toll-Free: (410) 940-6582

**RENEW**  
Safe. Secure. Simple.

### Membership Has Benefits

ESA membership connects you with businesses that are substantially engaged in sales or service of hydraulically, pneumatically, or electrically operated tools, components, and equipment.

### 2020 ESA Holiday Auction

The Equipment Service Association (ESA) will be holding an **online holiday auction December 14 – 22, 2020**. Your donations are greatly appreciated.

The money raised from the 2020 Holiday Auction will be