

ESA Advertising Packages 2023

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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): 30%

Industry Average: 16.9%

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 2021 and courtesy of Moengage.

2023 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:

- 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 ⅞" high
- 1/2 Page Vertical Ad: 4 ½" wide x 7 ½" high
- 1/3 Page Horizontal Ad: 4 ½" wide x 4 ⅞" high
- 1/4 Page Ad: 3 ⅞" wide x 4 ⅞" high

Full Page Bleeds:

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

- Document Trim Size: 8 ¼" x 10 ¾"
- Safety: ⅜" from both sides, ⅜" from top and bottom

Ad copy must be submitted by August 1, 2023.

The 2023 Industry Summit will be held on October 1–4, 2023 in Loews Ventana Canyon, Tucson, Arizona. Visit industry-summit.org for more information.

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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

