

AMERICAN BOILER MANUFACTURERS ASSOCIATION



MEDIA KIT

2020/21



LEADERSHIP FOR THE BOILER INDUSTRY

Promote your company through ABMA!

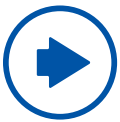
ABMA is the leading community for the boiler industry.



We Advocate. ABMA is the regulatory voice for the boiler industry in Washington and influences national code development for the boiler industry.



We Connect. ABMA brings together industry leaders to foster innovation in today's boiler community.



We Advance. ABMA raises awareness of the boiler industry for all stakeholders: member companies, workers, and end-users.

ABMA Audience and Network

Our member reach includes commercial, institutional, industrial, utility-type boiler & combustion equipment manufacturers, industry suppliers, and consultants.

In addition, ABMA focuses some of its outreach to those working with boilers including regulators, code compliance personnel, boiler inspectors, consultants, maintenance personnel, technicians, engineers, installers, other suppliers, and end-users.

Why advertise with us?

Advertising with ABMA gives your company premium exposure to the top leaders, influencers, and decision makers in the boiler industry!

The relationship between ABMA, our members, partners, and other stakeholders continues to expand and influence the boiler industry. As a result, we have evolved into additional communications channels, which provides valuable advertising opportunities for our members and partners.

Gain greater corporate and product visibility within the industry and beyond.

Stand out as a leader in the boiler industry with the many new advertising opportunities offered through our 2020/21 Media Kit.

We are the voice of the industry!



ABMA Reach



ABMA members represent
75%
of the boiler industry



120,000+
Unique yearly pageviews



Today's Boiler reaches

29,400+
buyers, engineers,
leaders, decision makers



4,700+
Social media audience



33%
Average open rates for ABMA eblasts

DID YOU KNOW?



2018
ABMA launched Boiler Weekly & online Buyers Guide



11,000+
Total podcast downloads

Get noticed. See ROI. Advertise with ABMA.

"The ABMA membership reflects the best and most reliable companies in the boiler industry. Advertising with the ABMA allows us to keep our name in front of these industry leading companies."

Eric Fox, CEO, Fox Equipment, LLC (Associate Member)

Individual Advertising Opportunities

ABMA Buyers Guide of Member Products and Services (Print and Online Edition)

The Buyers Guide is a valued resource for qualified and professional buyers to find the leading companies to address their needs in the boiler industry.

Showcase your products and services through our available advertising options. Enhance your company's corporate and product visibility to gain attention and recognition to prospective customers for promoting your brand.

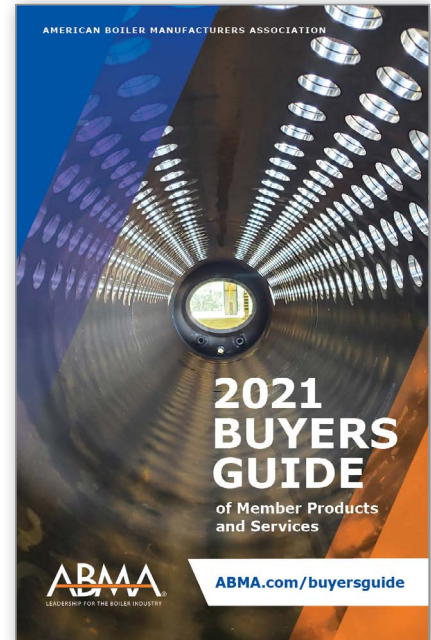
In 2018, we expanded the reach of the print Buyers Guide by adding the [online Buyers Guide](https://www.abma.com/buyersguide) (ABMA.com/buyersguide), a real-time searchable online directory. The format of the 2021 print Buyers Guide aligns with our online Buyers Guide platform, which includes the company's address, phone number, website, a short company description, contact name, and email address. The product categories match those listed in the online guide and are listed in the back index of the printed guide. The print Buyers Guide is distributed at the AHR Expo, BOILER 2021 - ABMA's Boiler Technology Conference & Expo, ABMA's Annual & Summer Meetings, and our Buyers Guide mailing list, reaching countless customers for the boiler industry.

The online Buyers Guide is an enhanced opportunity to offer BUYERS a more comprehensive way to research, find, and contact ABMA members.

Features include:

- Expanded searching for BUYERS to find your company faster
- Links to your company website and social media pages
- Featured company news and products that are connected to our *Boiler Weekly* E-Newsletter and Newsfeed
- Additional advertising opportunities for YOU to stand out and promote your company to prospective customers
- NEW Advertising Opportunities in 2020-21

Advertise in our Buyers Guide today for new exposure to sell your company's product and services!



THE DETAILS

Buyers Guide Opportunities

Print Guide

Advertising in the print Buyers Guide includes splash ads and full page color ads of varying prices with premium placements including center fold, inside front and back covers, and random ads.

NEW FOR 2020/21

A splash ad is a low-cost way to make a positive impact by capturing the buyer's attention to your company's listing and quickly getting your message in front of them. Splash ads are located above the company's listing and make a great addition to a full page Buyers Guide ad. **Buyers Guide Package advertisers receive a \$60 discount on splash ads. A limited number of splash ads are available. First come, first served.**

Standard listings are free. All print Buyers Guide advertisers receive a bold, featured listing. Complimentary company logo and ad page call out will be displayed for full page advertisers.

The advertising deadline for the 2021 print edition is October 22, 2020.

Online Guide

The online Buyers Guide offers two different ad sizes and ad locations.

Banner Ads – These two ads are located strategically above the search box within the online Buyers Guide and at the bottom of the page, making them prime positions to provide prominent exposure for your company. As an added value, the home page header and footer also appear as the header and footer on the alphabetical company listing pages and on all individual company profile listing pages.

Rectangle Ads – This top advertising location is in the upper right-hand column of the online buyers guide home page. In addition, this same placement is available on all the category pages of the online Buyer Guide.

ABMA Membership List

Coalition for Sustainable Rail
PO Box 120361
New Brighton, MN 55112
Phone: (612) 584-0130
www.csrail.org

Davidson Ward
Email: dward@csrail.org
Placeholder copy for a company presentation paragraph. Biti officae et acimpor aerienda pliqui nis am eum videbist, ommissunt quatur anime plabo. Nequunt placest, officae reiunto berumqui sam a sum ut dunt vollorroveide di blatem fuga. Ficatem quatur conseque poresto et quaspieta doluptibus inullatem venissit.

CORMETECH, Inc.
5000 International Drive, Treyburn Corporate Park
Durham, NC 27712
Phone: (919) 595-8706
www.cormetech.com

Nancy Stephenson
Email: stephensonnd@cormetech.com
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YOUR HEADER SPLASH AD HERE!

Detroit Stoker Company
"Our Operations Are Always Growing™"

★ **Detroit Stoker Company**
See our ad on page 22.

1510 East First Street
Monroe, MI 48161
Phone: (734) 241-9500
www.detroitstoker.com

For inquiries please contact
Email: sales@detroitstoker.com
Placeholder copy for a company presentation paragraph. Biti officae et acimpor aerienda pliqui nis am eum videbist, ommissunt quatur anime plabo. Nequunt placest, officae reiunto berumqui sam a sum ut dunt vollorroveide di blatem fuga. Ficatem quatur conseque poresto et quaspieta doluptibus inullatem venissit.

★ **COCHRANE® by newterra**
1291 California Avenue
Brockville, ON K6V 5Y6
Canada
Phone: (800) 420-4056
www.newterra.com

James Almond
Phone: (903) 431-1196
Email: jalmond@cochrane.com
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★ Advertiser

2018 Buyers Guide of Member Products & Services | 12

Standard listing

Full page advertiser listing

Print Buyers Guide

ABMA
American Boiler Manufacturers Association

About | Membership | Events | Resources | Communications | Members Only

My Newsfeed | Recent News | **Buyers Guide** | Login

YOUR HEADER BANNER AD HERE!

BROWSE

Category, product or company

SEARCH BY COMPANY FIRST LETTER

A B C D E F G H I
J K L M N O P Q R S
T U V W X Y Z

Click Here to Participate & Advertise

ABMA NEWS

Lynch attends NAM OMA Summer Leadership Conference – EPA Adm...
ABMA
© Aug 13

YOUR RECTANGLE AD HERE
LEARN MORE

Browse Categories

Boiler Auxiliary Equipment & Services

- Alarm, High & Low Boiler Water
- Ash Handling Systems: Bottom, Fly
- Blowdown & Vent Silencers
- Blowdown Separators
- Boiler Cleaning Assessment Systems
- Boiler Fouling Monitors
- Boiler Tube Plugs
- Boiler Tubes, Services
- Boiler/Burner Field Service &...
- Boilers, Controls & Information Management
- Boilers, Installation/Inspection
- Boilers, Rental/Lease
- Boilers,
- Colls: Superheater, Reheater, Cooler
- Combustion & Site Services
- Forged Fittings: Tubing/Pipe
- Gage Glass: Bi-Color, Flat Glass,...
- Gauges: Level, Pressure
- Heat Exchangers: Tools, Tube Plugs
- Plugs
- Probe Columns
- Safety Shutoff Valves
- Safety Valves/Pressure Relief Valves
- Sootblower Controls
- Sootblower: Maintenance, Spare Parts
- Sootblowers

YOUR FOOTER BANNER AD HERE!

Powered by **caboodle**

About: InLoop
Contact Us
Terms of Use
Privacy & Cookies
Advertise

NEWSLETTER
Stay In The Loop!
Subscribe To Our Weekly Newsletter

Enter your email
Subscribe

Online Buyers Guide Home Page

Prominently display your company's logo and tagline, while standing out as a leading company in the boiler industry!

Be the first listing by advertising in the header and footer.

Promotion opportunities in the online Buyers Guide include:

- **Header and Footer Banner**
- **Rectangle Ad – Home Page**
- **Rectangle Ad – Individual Category Pages**

NEW FOR 2020/21

- **Featured Product**
Showcase your Product! Featured Product appears on the *Boiler Weekly* Newsfeed home page, alphabetical company listing pages, and all category pages.

Category Page ads can be applied to three category pages. All Category Page Header and Footer advertisers receive premium placement as first company listing on up to three category pages.

Take advantage of Package Opportunities to bundle & save!

All print and online Buyers Guide advertisers will receive priority listing in the online Buyers Guide.



Online Buyers Guide Category Page

Featured Products

“ ABMA has been an integral part of connecting Miura America with other boiler manufacturers, vendors and associates alike. The relationships we have built, and advertisement opportunities have been some of our best investments. I greatly appreciate everything that ABMA does to contribute to the progression of the American Boiler community.”

Andrew Eklind, *Marketing Manager, Miura America Company*

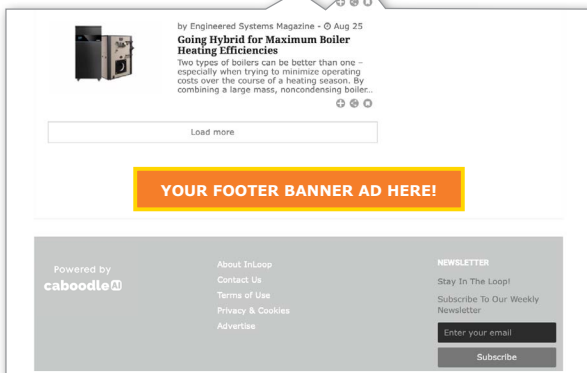
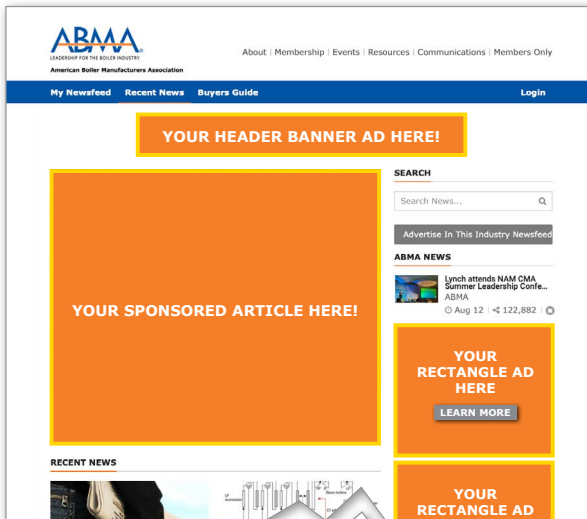
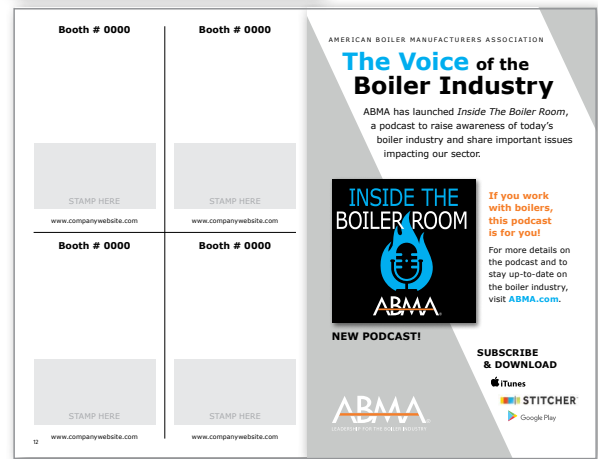
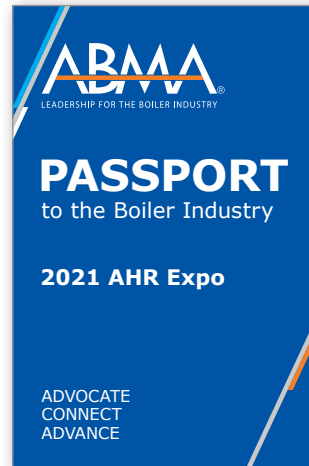
Passport Book

Distributed at the AHR Expo, the **Passport to the Boiler Industry** provides attendees with an organized guide that shows our ABMA member companies that are exhibiting at the trade show and includes advertising from our members to promote the boiler industry's presence at the show.

Advertising in the Passport enables our member companies to stand out from the rest and guides potential customers to your booth.

THE DETAILS

The Passport Book includes full color ads of various pricing with premium placements including center fold, inside front and back covers, and random ads.



Boiler Weekly Newsfeed Home Page

Boiler Weekly

In 2018, ABMA launched **Boiler Weekly**, a one-of-a-kind digital news resource on everything happening in the boiler industry. ABMA now provides the latest, up-to-the-minute information and stories from leading industry magazines, blogs, ABMA members, and industry leaders, organized into one convenient location.

ABMA member news and content is regularly aggregated and announced through our **Boiler Weekly Newsfeed** (ABMA.com/news) and E-Newsletter as a free benefit to our members. Make sure your company is taking advantage of this promotional opportunity to reach thousands of boiler industry readers at no cost!

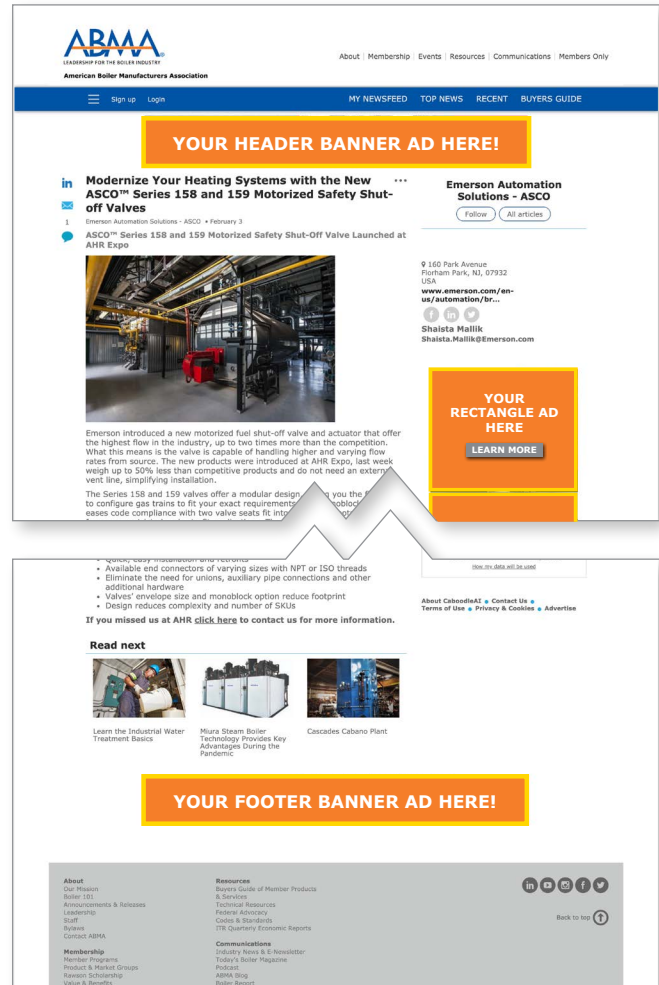
Boiler Weekly offers your company premier online advertising opportunities with compelling value for constant exposure to a qualified audience.

The **Boiler Weekly Newsfeed** is the most comprehensive boiler industry news resource available with a continuous transmission of aggregated web content highlighting information, stories, and updates. Subscribers to the Newsfeed receive summaries with links that refer the reader back to the original news source.

THE DETAILS

Promotion opportunities in *Boiler Weekly Newsfeed* Home Page and Newsfeed Article Pages include:

- Header and Footer Banner**
 Header Banner offers premium position that guarantees all readers will see your ad when they visit the page. Footer Banner is located at the bottom of the page and provides additional exposure for your company.
- Rectangle Ads**
 Rectangle Ads are top advertising spaces in the upper right-hand column of the page and provides your company with a highly visible and noticeable placement to promote your brand.
- Sponsored Articles**
 Sponsored Articles allow companies to combine imagery, color and text in an intersecting and compelling manner to grab the reader's attention. Feature an article, product launch, press release, white paper, or compelling company news for heightened reach in the boiler industry and visibility in the *Boiler Weekly* E-Newsletter. Available in two-week and four-week options.



Boiler Weekly Article Page

The **Boiler Weekly E-Newsletter** is a publication emailed to subscribers that serves as a year-round resource for members and end-users who want to stay up to date with the latest stories on manufacturing and the boiler industry on a weekly basis. It's vast news coverage, rich content, and ease of use makes *Boiler Weekly* the prime, trustworthy destination for all industry professionals.

THE DETAILS

Opportunities include Top Header and Footer Banner, Inside Header and Footer Banner, two Rectangle Ads, and Sponsored Articles.

- Top Header/Bottom Footer Set**
 Top Header Banner offers premium position and first advertisement to be seen on the newsletter. Located at the top of the E-Newsletter above the masthead. Bottom Footer Banner is located at the very bottom of the page and provides additional exposure for your company.*
- Inside Header/Footer Set**
 Inside Header Banner is a premium position located below the masthead and above the first article, guarantees all readers will see your ad when they open the newsletter. Inside Header is used for the *Digital Blitz Package*. Inside Footer Banner is located below the last article of the E-Newsletter.*

The diagram illustrates the layout of the Boiler Weekly E-Newsletter with the following advertising spots:

- Top Header Ad:** A banner at the very top of the page.
- Inside Header Ad Digital Blitz Package Ad Space:** A banner located below the masthead and above the first article.
- Sponsored Article:** A section for a sponsored article, including a title, author, and image.
- Rectangle Ad:** Two rectangular advertisement spots, each with a "LEARN MORE" button.
- Inside Footer Ad:** A banner located below the last article of the E-Newsletter.
- Rectangle Ad:** Two more rectangular advertisement spots, each with a "LEARN MORE" button.
- Bottom Footer Ad:** A banner at the very bottom of the page.

Boiler Weekly E-Newsletter

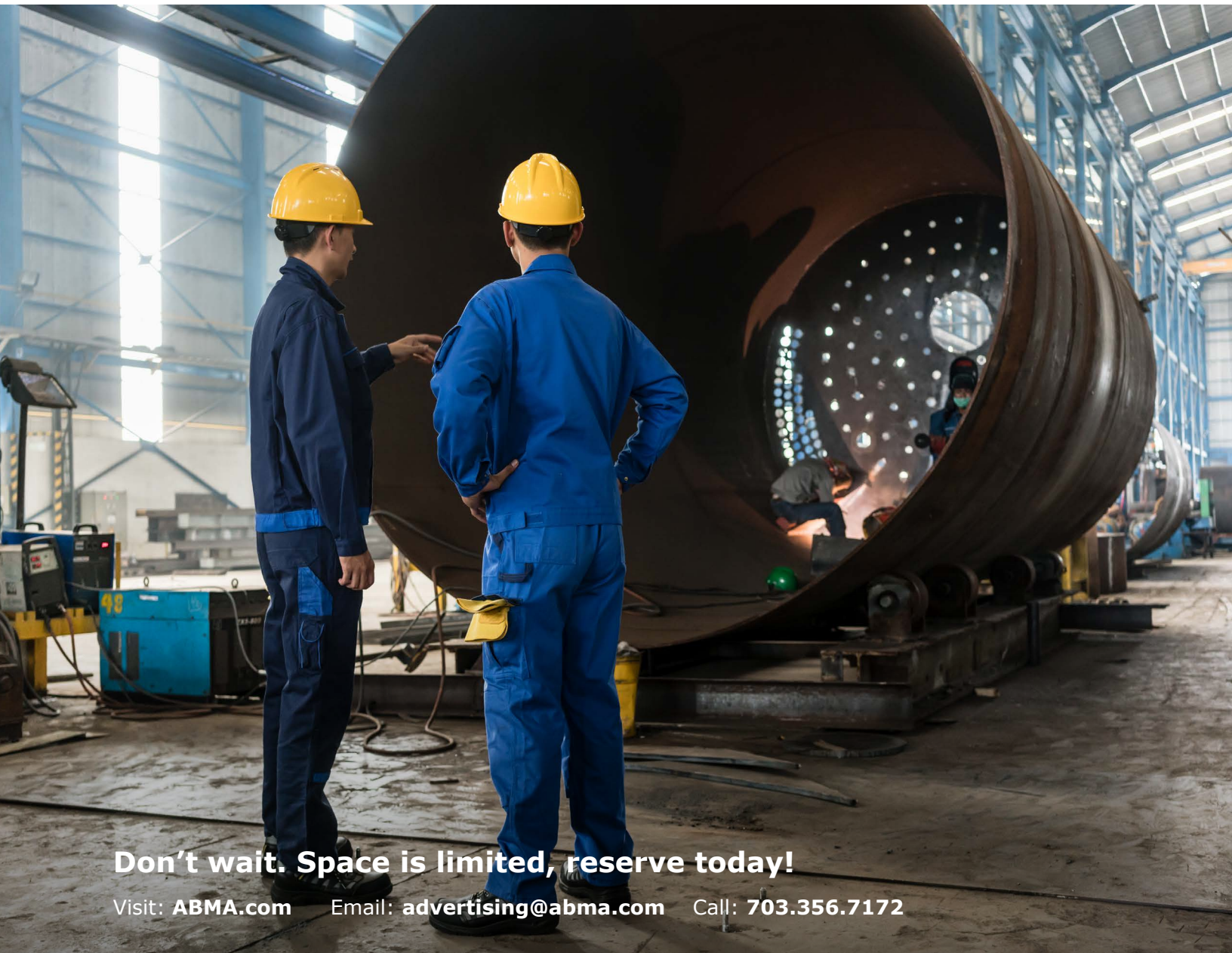
*Advertisers can provide two different ads for the Header and Footer to diversify their messaging.

- **Rectangle Ads**

Rectangle Ads are versatile squares that can be used for branding or product promotion and are positioned positioned at various locations within the middle of the newsletter.

- **Sponsored Articles**

Sponsored Articles allow companies to combine imagery, color and text in an intersecting and compelling manner to grab the reader's attention. Feature an article, product launch, press release, white paper, or compelling company news for heightened reach in the boiler industry and visibility in the *Boiler Weekly* E-Newsletter. Available in two-week and four-week options.



Don't wait. Space is limited, reserve today!

Visit: ABMA.com Email: advertising@abma.com Call: 703.356.7172

ABMA Digital Reach

Over the past year, our digital exposure has had tremendous growth and continues to expand. For companies that want to remain competitive, take your advertising strategy online.

3,400+

(70% increase from last year)

**Monthly Boiler Weekly
E-Newsletter ad
impressions**

25.2%

**Average Boiler
Weekly open rate**

2,225+

*(345% increase from
last year)*

**Monthly Home Page
Buyers Guide ad
impressions**



3,200+

*(52% increase
from last year)*

**Average monthly
online Buyers Guide
pageviews**

1,200+

(300% increase from last year)

**Monthly Boiler
Weekly Newsfeed ad
impressions**

9,500+

*(135% increase from last
year/ more than doubled)*

Boiler Weekly Readers

“ We’ve been advertising with ABMA for years in several different formats. Over that period, our sales have grown consistently, and we know that part of this growth comes from being an active member of ABMA and taking advantage of the advertising opportunities.”

Eric Graham, National Sales Manager, Webster Combustion Technology

Inside the Boiler Room Podcast

Launched in June 2018, ABMA's *Inside the Boiler Room*, is a podcast focused on addressing issues impacting the global boiler industry and raising industry awareness with end-users of our products.

We average more than 600 downloads of each episode. Our audience includes anyone connected with boilers with an emphasis on educating those who purchase, install, operate and repair boilers.

Our podcast is released monthly and features interviews with prominent leaders in the boiler community and promoted on ABMA.com home page, on our podcast webpage, in *Boiler Weekly*, and on our social media platforms.

ABMA will promote your company directly to our audience and offer links to your company in the show notes. Advertisers are promoted during one episode and their logo is displayed on our podcast webpage.

Select Episodes

- **Properly Installing a Boiler is Not as Easy as 1-2-3**
Gene Tompkins, ABMA & Jim Kolbus, Clark-Reliance
- **Want to Optimize Boiler Efficiency – Maintenance & Training is A Necessity**
Steve Taylor, WARE
- **Deaeration – Essential to Effective Boiler Operation**
Tom Garbarino, BFS Industries & Jeremy Zellmer, Industrial Steam
- **Using SCR Systems to Address NOx Requirements**
Dustin Divinia, Vector Systems & Sean McMenemy, Nationwide Boiler
- **The Right Boiler for the Application – Understanding Boiler Types for Steam Applications**
Gene Tompkins, ABMA Technical Consultant
- **Demystifying the Flame – Burner Technology for Firetube Boilers**
Bob Rizza, Power Flame & Eric Graham, Webster Combustion

Please visit ABMA.com for an updated list of episodes.



Social Media

Broadcast your company's news, events, or messaging to our social media fan base. Broaden your social media audience and your social engagement by taking advantage of ABMA's Sponsored Social Media opportunities through our Facebook, Instagram, LinkedIn, and Twitter pages.

Sponsored social media options are available through various advertising packages.

NEW FOR 2020/21

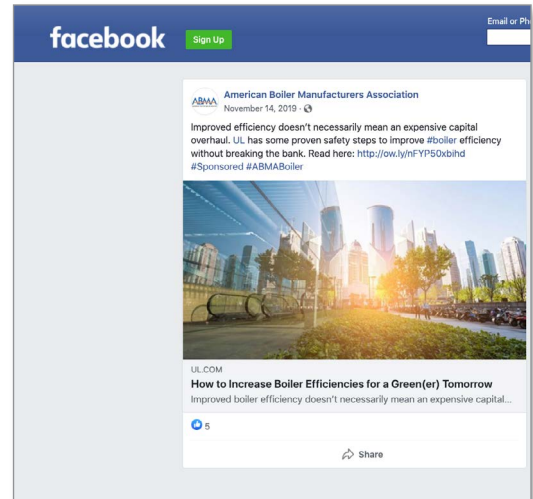
Check out our [Social Media Package](#), which includes 3 Sponsored Social Media Posts!

Sponsored E-Blast

Do you have a specific message you would like to promote to our subscriber base? E-mail marketing can be one of the most effective methods for distributing your message and reaching your target market and prospects.

Showcase your company's message with an ABMA Sponsored E-Blast targeting boiler-industry professionals. ABMA subscribers welcome your boiler-related messages. E-blasts are a great way to promote your special event, webinar, white paper, or new product launch.

Contact Shaunica Jayson, Membership & Marketing Manager at shaunica@abma.com or 803.873.3978 for more details.



Don't wait. Space is limited, reserve today!

Visit: ABMA.com Email: advertising@abma.com Call: **703.356.7172**

Package Advertising Opportunities

ABMA offers our members a variety of advertising opportunities and packages to connect with current and potential customers. Take advantage of Package Opportunities to bundle and save!

- Traditional Print Buyers Guide
- Online Searchable Buyers Guide
- *Boiler Weekly* E-Newsletter & Newsfeed
- Social Media

Need to highlight a new product or promote your company's news? Check out our **Digital Blitz** package.

Packages can be customized by contacting Shaunica Jayson.

All Access Package: – Most Exposure – Largest Reach

- Random and Splash Buyers Guide Print Ad
- Online Buyers Guide Category Page Rectangle Ad for 1 year
- *Boiler Weekly* E-Newsletter Sponsored Article for 4 weeks
- Newsfeed Rectangle Ad for 6 months
- Newsfeed Article Page Rectangle Ad for 6 months
- 2 Sponsored Social Media Posts

\$700 Savings

Buyers Guide Package:

- Random Buyers Guide Print Ad
- Online Buyers Guide Category Page Rectangle Ad for 1 year

\$500 Savings

Add a Splash Ad to your Buyers Guide Package for \$300!
Buyers Guide Package advertisers receive a \$50 Splash Ad discount.

Social Media Package:

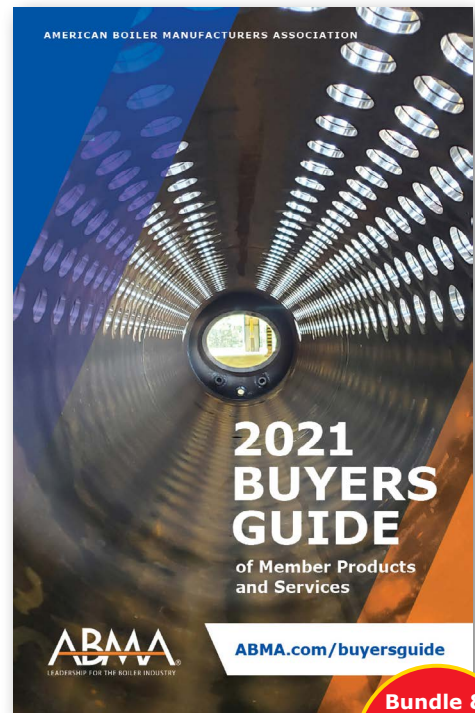
- 3 Sponsored Social Media Posts

Digital Blitz Package:

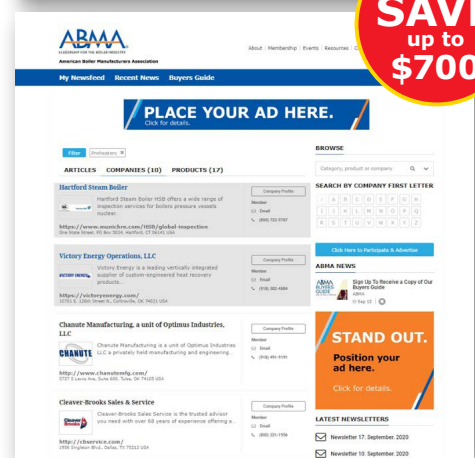
- *Boiler Weekly* Sponsored Article
- *Boiler Weekly* E-Newsletter Ad
- Lead *Boiler Weekly* Newsfeed Article
- Custom Subject Line with Company Name in *Boiler Weekly* for 1 week
- 1 Social Media Sponsored Article Post

Available in two-week and four-week options.

See order form on page 23 for pricing details.



Bundle & SAVE up to \$700



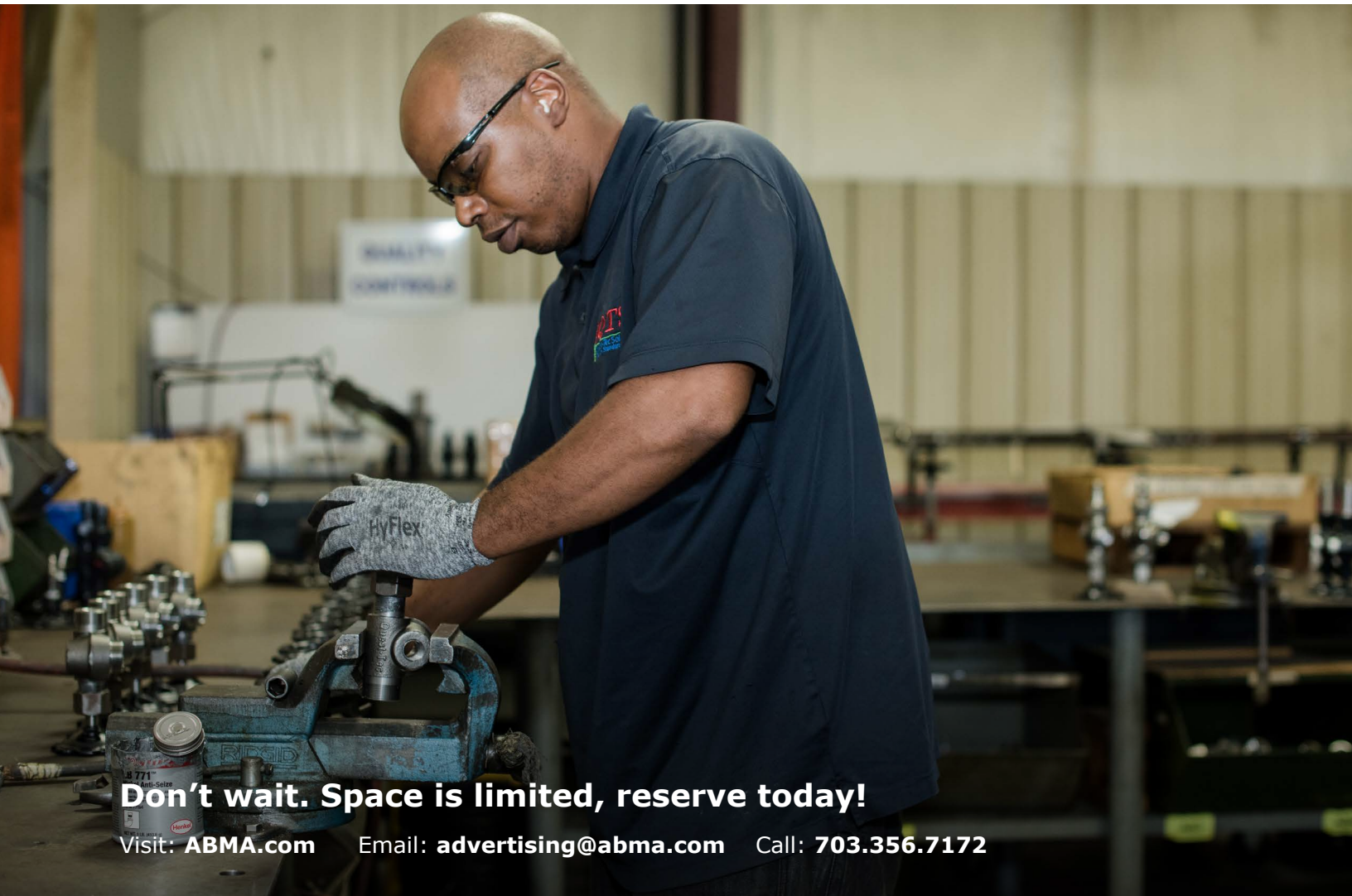
NEW FOR 2020/21

AHR Expo Promotion Package:

- Sponsored Article for Special *Boiler Weekly* – AHR Expo Edition
- Live Social Media Video from your booth to promote on ABMA's Facebook, Instagram, LinkedIn, and Twitter
- 1 Sponsored Social Media Post

Need to promote a new product release, giveaway, or your booth number? Gain visibility and exhibitor attention at AHR Expo, while guiding potential customers to your booth. *Space is limited.*

Interested in our promotion package? Contact Shaunica Jayson for more details.



Don't wait. Space is limited, reserve today!

Visit: ABMA.com Email: advertising@abma.com Call: 703.356.7172

Other Advertising Opportunities:

ABMA Event Sponsorships

ABMA offers sponsorship opportunities at various events and activities associated with our meetings. Sponsorship supports ABMA and increases visibility and awareness of your company among the ABMA membership. Become a meeting sponsor today!

All sponsorship levels are open to more than one company. Each sponsorship includes website recognition, promotion on social media platforms, a listing in the conference literature and promotional materials, as well as in the meeting app. Signage and recognition at your sponsored event, recognition at the general session and closing dinner, along with ribbons for all company attendees.

Please contact Shaunica Jayson for more information.

Today's Boiler Magazine

Today's Boiler is the official flagship magazine of the ABMA and reaches 16,057 engineers with hydronic/steam heat system design/specification influence.

Dedicated to the advancement and growth of the boiler and combustion equipment industry, *Today's Boiler* targets consulting, mechanical and facility engineers.

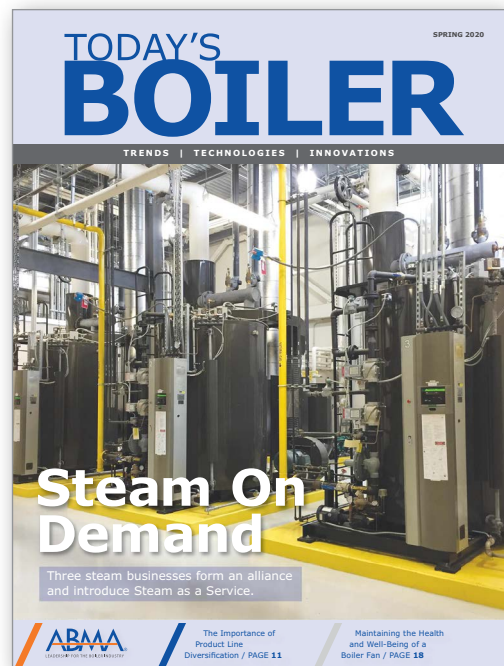
Today's Boiler deploys with *Engineered Systems* in May and December sending to over 29,400 individuals working with boilers.

ABMA Members receive a 15% ad rate discount!

If you are interested in advertising in *Today's Boiler* please contact:

Carrie Halbrook, Midwest/Western Regional Sales
484-366-6808
halbrookc@bnpmedia.com

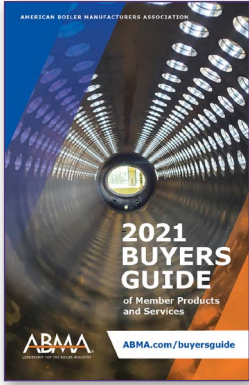
Vic Burriss, Eastern Regional Sales
610-436-4220 x8523
burrissv@bnpmedia.com



Important Dates 2020/21

ABMA Print Buyers Guide Company Listing Update Deadline	September 30
Advertising Special Offers Expiration	October 13
Print Buyers Guide Advertising Deadline	October 20
Print Buyers Guide Ad Close	October 22
ABMA 2021 Annual Meeting Sponsorship Deadline	October 30
All Access Package and Buyers Guide Package Digital Ad Close	November 6
2021 AHR Expo Passport Book Ad Close	November 10
Today's Boiler Fall Issue Ad Deadline	November 12
Today's Boiler Fall 2020 Edition	December
ABMA 2021 Annual Meeting	January 15 – 18
2021 AHR Expo Trade Show, 2021 Print Buyers Guide Distributed from ABMA's Booth	January 25 – 27
Today's Boiler Spring Issue Ad Deadline	March 2
ABMA 2021 Summer Meeting Sponsorship Deadline	April 9
Today's Boiler Spring Edition	May
ABMA 2021 Summer Meeting	June 25 – 28

Get noticed. See ROI. Advertise with ABMA.



Insertion Specifications

Print Buyers Guide

Accepted Digital Formats:

- PDF files are preferred (CMYK, 300dpi with all fonts embedded).
- EPS, JPG, TIFF (CMYK, 300 dpi)

Digital Art Requirements:

- **Required DPI:** 300
- **Color:** All colors must be built in CMYK process. PMS spot colors, RGB, ICC profiles, or LAB color will not be accepted.
- Please include crop and bleed marks (if used).

Material Submission:

- Please send electronic files to: advertising@abma.com

Material Submission Deadline:

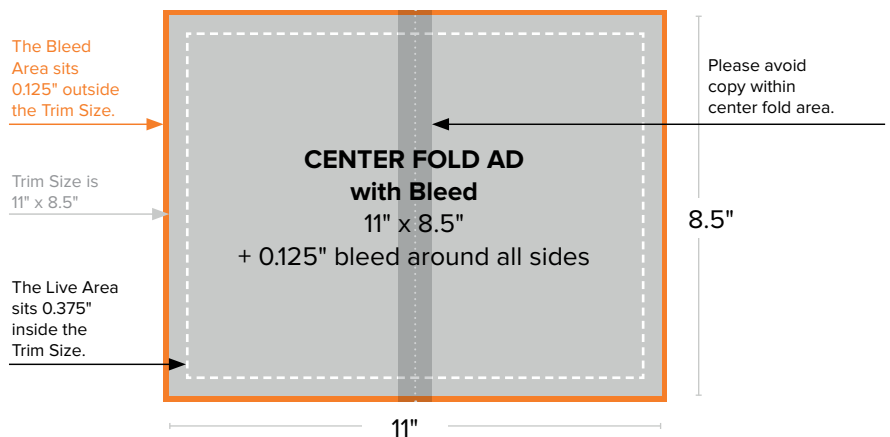
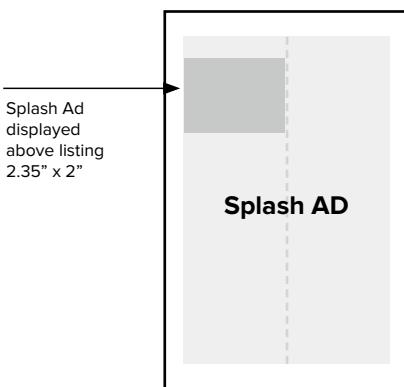
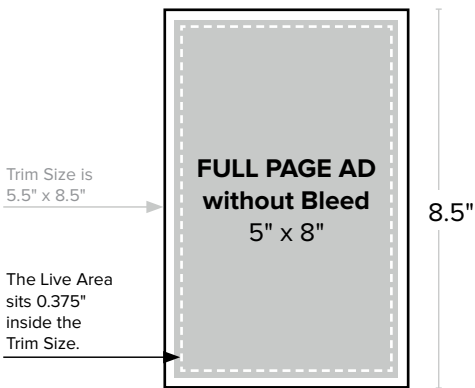
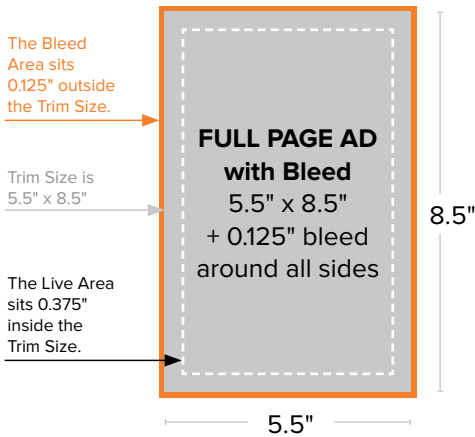
- October 22, 2020

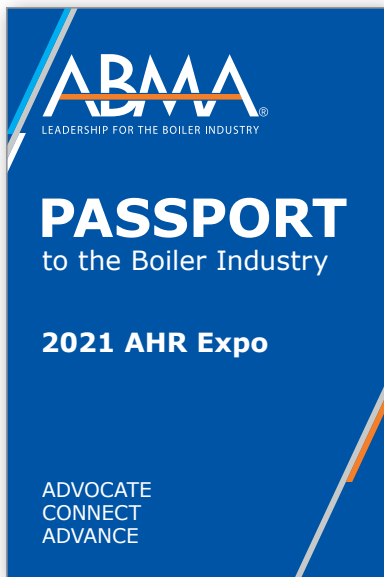
Buyers Guide Full Page Ad Specs:

- **Trim Size:** 5.5 x 8.5 in
 - **Bleed Size:** 5.75 x 8.75 in (0.125 in on all sides)
 - **Live Area:** 4.75 x 7.75 in (0.375" from trim all around, all ad copy should stay within Live Area) Center Fold, Back Cover, Inside Back Cover, and Inside Front Cover Ads should be created **with bleed** (5.5 x 8.5 inch plus 0.125 inch bleed on all sides for Full Page Ad and 11 x 8.5 inch plus 0.125 inch bleed on all sides for Center Fold Ad).
- Full Page Ad without bleed** should be 5 x 8 inch in size.

Splash Ad Specs:

Live Area: 2.35 x 2 in





Insertion Specifications

Passport Book

Accepted Digital Formats:

- PDF files are preferred (CMYK, 300dpi with all fonts embedded).
- EPS, JPG, TIFF (CMYK, 300 dpi)

Digital Art Requirements:

- **Required DPI:** 300
- **Color:** All colors must be built in CMYK process. PMS spot colors, RGB, ICC profiles, or LAB color will not be accepted.
- Please include crop and bleed marks (if used).

Material Submission:

- Please send electronic files to: advertising@abma.com

Material Submission Deadline:

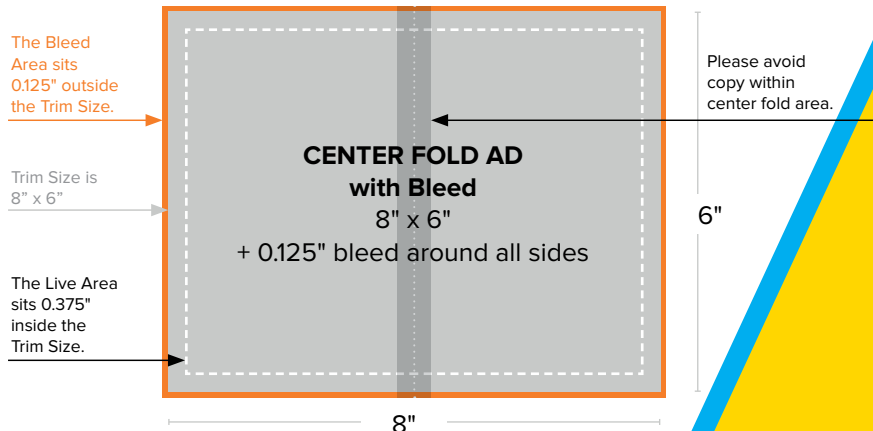
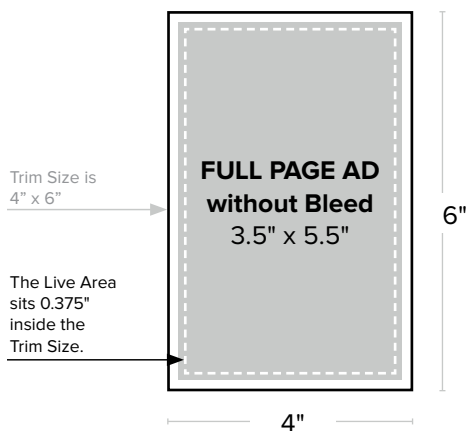
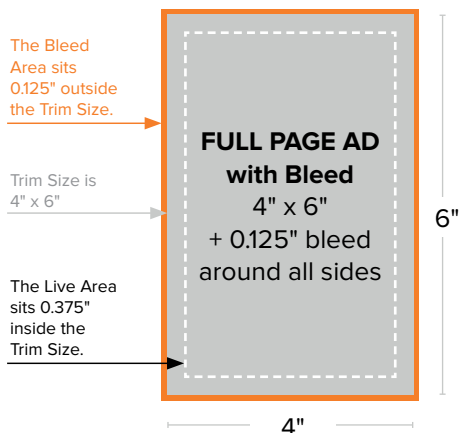
- November 10, 2020

Passport Ad Specs:

- **Trim Size:** 4 x 6 in
 - **Bleed Size:** 4.25 x 6.25 in (0.125 in on all sides)
 - **Live Area:** 3.625 x 5.625 in (0.375" from trim all around, all ad copy should stay within Live Area)
- Inside Back Cover, and Inside Front Cover Ads should be created **with bleed** (4 x 6 inch plus 0.125 inch bleed on all sides). **Full Page Ad without bleed** should be 3.5 x 5.5 inch in size.

All members that exhibit at AHR are provided with a free 1/4 Logo with "Stamp Here" Area and company website in the Passport Book.

Please use your Proud Member of ABMA Logo in your advertising.



Insertion Specifications

Online Buyers Guide Specs

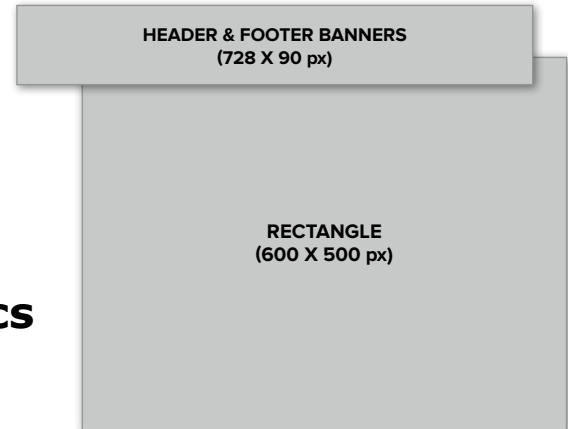
- Home Page Header & Footer Banners (728x90px)
- Home Page Rectangle (600x500px)
- Category Page Header & Footer Banners (728x90px)
- Category Page Rectangle (600 x 500px)

Boiler Weekly E-Newsletter Specs

- Header and Footer Banner (468x60px)
- Rectangle (600x500px)

Boiler Weekly Newsfeed Specs

- Header and Footer Banner (728x90px)
- Rectangle (600x500px)



Online Buyers Guide, *Boiler Weekly* E-Newsletter and Newsfeed ad rates for 6-month placement. **1-year rates available with additional discount on some ads.** All ads are available on a first-come, first-serve basis, space is limited. All online ads should be provided in jpg, gif, or png format.

Boiler Weekly Sponsored Article Specs

Article details:

- Title
- Sub Title (optional)
- Preview Text
- Article Content
- Article Image (landscape orientation, sized around 850 x 635 px)
- Attachment (optional)
- Source URL (if hosted on company's website - optional)
- Open Externally? (If open externally, article will open directly to the company's article hosted on their website)
- Publication Date

The sponsored article in the *Boiler Weekly* Newsfeed/ E-Newsletter can link directly to the article on the company's website (open externally) or the sponsored article can be live and only exist on the *Boiler Weekly* Newsfeed website. There are no word/character limits.

In addition, URL links can be included in the article to other web pages on the company's website, such as a product's web page, etc. There is no limit to how many URL links can be added within the article.

Please confirm the dates you are interested in running your sponsored article, dates cannot be reserved until payment is received.

A screenshot of a web form for creating a sponsored article. The form includes several input fields: 'Title', 'Sub Title', 'Preview Text', and 'Content' (with a rich text editor toolbar). Below these are 'Upload Image' and 'Upload Attachment' buttons. At the bottom, there are checkboxes for 'Open Externally' and 'Do not check based on user', and a 'Publication Date' field with a date picker. A 'Save' button is at the bottom right.

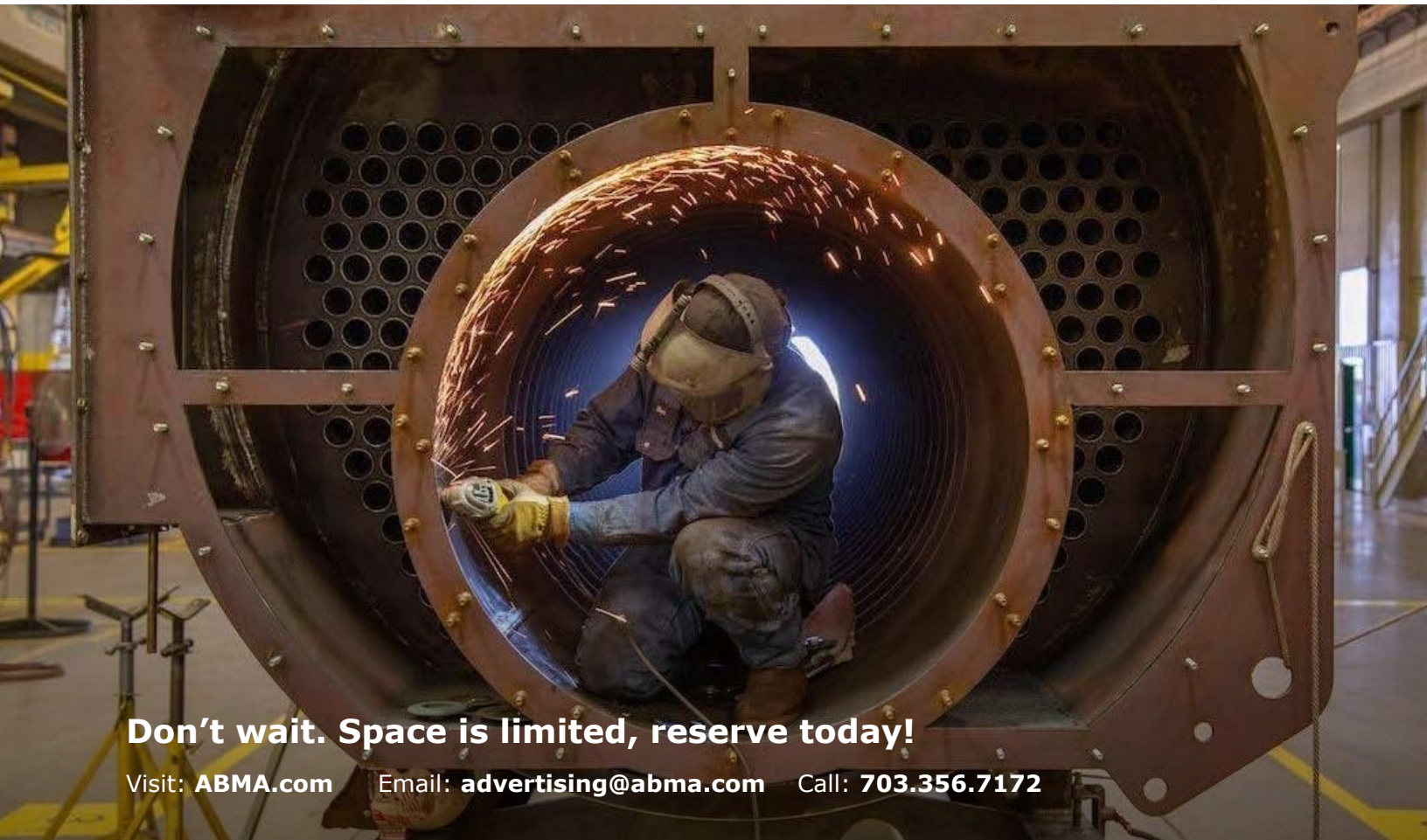
Digital Blitz Package Specs

- **Boiler Weekly Sponsored Article** - See *Boiler Weekly* Sponsored Article Specs.
- **Boiler Weekly E-Newsletter Ad** – 728x90 px and URL for linking needed. This ad can be in jpg, png, or gif. Gifs are most eye catching.
- **Custom Boiler Weekly Subject Line with Company Name for 1 week** - Subject line should connect with article and can include company's name.
- **1 Social Media Sponsored Article Post** – Social media post is used to promote company's sponsored article and link to sponsored article in ABMA's Newsfeed. Social Media post verbiage and image is needed. If the post is greater than 280 characters, please provide a shortened version to meet Twitter's character limit.

Please confirm the dates you are interested in running your Digital Blitz Package, package dates cannot be reserved until payment is received.

Podcast Specs

Sponsors will be announced in the introduction, and company logo will be placed next to call out on our podcast web page.



Don't wait. Space is limited, reserve today!

Visit: ABMA.com Email: advertising@abma.com Call: **703.356.7172**

Boiler Weekly Digital Blitz Package

Need to highlight a new product or promote your company's news?
Consider a digital blitz in *Boiler Weekly* as part of your marketing strategy!

Heighten your exposure and gain greater visibility within the industry and beyond. Feature an article, product launch, press release, white paper, or compelling company news.

Available in two-week and four-week options.

- **25.2% open rate**
- **1,200+ Newsfeed ad impressions per month**
- **3,400+ E-Newsletter ad impressions per month**
- **9,500+ readers regularly view articles**
- **4,700+ Social Media Followers**

Package Includes:

- A** • Boiler Weekly Sponsored Article
- B** • Boiler Weekly E-Newsletter Ad (728x90 px)
- C** • Lead Article on Newsfeed
- Custom Subject Line in Boiler Weekly for 1 week
- D** • Social Media Sponsored Article Posts on all platforms

2-Week Price: \$750 4-Week Price: \$1,150

Boiler Weekly E-Newsletter

The screenshot shows the top of an e-newsletter. At the top is a banner for '60 YEARS OF INNOVATION' with the MIURA logo. Below that is the 'BOILER WEEKLY' title with the ABMA logo and social media icons for Facebook, Twitter, and LinkedIn. A sponsored article by UL is featured, titled 'Safety and performance excellence for boilers'. Below this are sections for 'INDUSTRY NEWS FROM ABMA' with a sponsored article 'How to Increase Boiler Efficiencies for a Green(er) Tomorrow' and another article 'ABMA Offers Podcast Insights on Boilers and Beyond'. At the bottom, there's an advertisement for 'Webster Industrial Watertube Burners: High efficiency in one complete package' with an image of a burner.

The screenshot shows the Boiler Weekly Newsfeed website. At the top is the ABMA logo and navigation links: 'About | Membership | Events | Resources | Communications | Members Only'. Below the navigation is a search bar and a 'My Newsfeed' section. The main content area features a large image of a modern city skyline with the headline 'How to Increase Boiler Efficiencies for a Green(er) Tomorrow'. Below the headline is a short article snippet. To the right, there are several smaller advertisements for 'POWER ENGINEERING', 'ENDEAVOR', 'FSC', and 'Webster Industrial Watertube Burners'. A 'RECENT NEWS' section is also visible at the bottom.

Social Media Post (Facebook, Twitter, Instagram, and LinkedIn)

The screenshot shows a social media post from the American Boiler Manufacturers Association. The post is dated November 14 at 3:44 PM. The text of the post reads: 'Improved efficiency doesn't necessarily mean an expensive capital overhaul. UL has some proven safety steps to improve #boiler efficiency without breaking the bank. Read here: http://ow.ly/nFYP50xbihd #Sponsored #ABMABoiler'. Below the text is a large image of a modern city skyline, matching the one in the newsfeed screenshot.

Advertising with ABMA will give your company premium exposure to the top leaders, influencers, and decision makers in the boiler industry!



ORDER FORM

2020/21 Advertising Program

Company _____

Advertising Contact _____

Date _____

**Email form to Shaunica Jayson,
shaunica@abma.com.
Submit form for savings by 10/13/20.***

PACKAGE OPPORTUNITIES

Details on package items listed to the right. Customize a package by contacting Shaunica.

Buyers Guide Package BUNDLE & SAVE \$ 500*

- Random Buyers Guide Print Ad
- Online Buyers Guide Category Page Rectangle Ad - 1 year

Regular Price: \$ 3,100

Discount Price: \$ 2,600

Splash Ad: \$ 300 NEW

* Buyers Guide Package advertisers receive a \$60 Splash Ad discount.

ALL ACCESS – SAVE \$ 700!* Most Exposure – Largest Reach!

- Random and Splash Buyers Guide Print Ad
- Online Buyers Guide Category Page Rectangle Ad - 1 year
- Boiler Weekly Sponsored Article - 4 weeks
- Newsfeed Rectangle Ad - 6 months
- Newsfeed Article Page Rectangle - 6 months
- 2 Sponsored Social Media Posts

Regular Price: \$ 4,600

Discount Price: \$ 3,900

Digital Blitz Package

- Boiler Weekly Sponsored Article
- Boiler Weekly E-Newsletter Ad
- Lead Boiler Weekly Newsfeed Article
- Custom Boiler Weekly Subject Line with Company Name - 1 week
- 1 Social Media Sponsored Article Post

2-week Price: \$ 750, 4-week Price: \$ 1,150

Social Media Package NEW

- 3 Sponsored Social Media Posts

Price: \$ 350

AHR Expo Promotion Package NEW

- Sponsored Article for Special Boiler Weekly – AHR Expo Edition
- Live Social Media Booth Video with Promotion
- 1 Sponsored Social Media Post

Price: \$ 975

*All special offers expire on 10/13/20. Print ad close is 10/22/20 and digital ad close is 11/6/20.

2021 Print Buyers Guide	Regular Price	SAVE 10% by 10/13/20*
<input type="checkbox"/> Center Fold (11"x8.5")	\$ 3,305	\$ 2,975
<input type="checkbox"/> Back Cover (5.5"x8.5")	\$ 2,594	\$ 2,335
<input type="checkbox"/> Inside Back Cover (5.5"x8.5")	\$ 2,406	\$ 2,165
<input type="checkbox"/> Inside Front Cover (5.5"x8.5")	\$ 2,123	\$ 1,910
<input type="checkbox"/> Front Half/Back Half (5.5"x8.5")	\$ 2,028	\$ 1,825
<input type="checkbox"/> Random (5.5"x8.5")	\$ 1,700	\$ 1,530
<input type="checkbox"/> Splash Ad (2.35"x2") NEW	\$ 400	\$ 360

Online Buyers Guide – Expand Your Reach with Digital (6-months)**	Regular Price	SAVE 10% by 10/13/20*
<input type="checkbox"/> Home Page Header & Footer Banners (728x90px)	\$ 2,000	\$ 1,800
<input type="checkbox"/> Home Page Rectangle (600x500px)	\$ 1,500	\$ 1,350
<input type="checkbox"/> Category Page Header & Footer Banners (728x90px)	\$ 1,250	\$ 1,125
<input type="checkbox"/> Category Page Rectangle (600x500px)	\$ 700	\$ 630
<input type="checkbox"/> Featured Product NEW	\$ 1,250	\$ 1,125

All print and online Buyers Guide advertisers will receive priority listing in the online Buyers Guide. Print Buyers Guide ad close is 10/22/20. Digital Advertising is available year-round.

2021 AHR Expo Passport Book	Cost
<input type="checkbox"/> Center Fold (8"x 6")	\$ 900
<input type="checkbox"/> Inside Back Cover (4"x 6")	\$ 600
<input type="checkbox"/> Inside Front Cover (4"x 6")	\$ 600
<input type="checkbox"/> Random (4"x 6")	\$ 300

I am exhibiting at **AHR Expo** Booth No. (if known) _____

Please use your Proud Member of ABMA Logo in your advertising. AHR Expo Passport Ad Close is 11/10/20.

Boiler Weekly E-Newsletter**	Cost
<input type="checkbox"/> Header & Footer Banner (468x60px)	\$ 900
<input type="checkbox"/> Rectangle (600x500px)	\$ 800
<input type="checkbox"/> Sponsored Article – 2 weeks	\$ 400
<input type="checkbox"/> Sponsored Article – 4 weeks	\$ 600

Boiler Weekly Newsfeed**	Cost
<input type="checkbox"/> Header & Footer Banner (728x90px)	\$ 600
<input type="checkbox"/> Rectangle (600x500px)	\$ 500
<input type="checkbox"/> Article Page Header & Footer Banner (728x90px) NEW	\$ 600
<input type="checkbox"/> Article Page Rectangle (600x500px) NEW	\$ 500

Inside the Boiler Room Podcast	Cost
<input type="checkbox"/> 1 Sponsored Podcast Episode	\$ 500

Online Buyers Guide, Boiler Weekly E-Newsletter, and Newsfeed ad rates for 6-month placement. **1-year rates available with additional discount on some ads. All ads are available on a first-come, first-serve basis, space is limited. All online ads should be provided in jpg, gif, or png format.