

AMERICAN BOILER MANUFACTURERS ASSOCIATION



# MEDIA KIT

2021/22



LEADERSHIP FOR THE BOILER INDUSTRY

# Promote your company through ABMA!

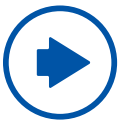
**ABMA is the leading community for the boiler industry.**



**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 2021/22 Media Kit.

## We are the voice of the industry!



## ABMA Reach



ABMA members represent **75%** of the boiler industry



**175,000+** Unique yearly pageviews



Today's Boiler reaches

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



**5,600+** Social media audience



**33%** Average open rates for ABMA eblasts

# DID YOU KNOW?



**7,000** Print Buyers Guides distributed



**13,000+** Total podcast downloads

**46,000** Online Buyers Guide yearly pageviews



**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 2022 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 2022 - ABMA's Boiler Technology Conference & Expo, ABMA's Annual and Summer Meetings, through Engineered Systems magazine, and our Buyers Guide mailing list.

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

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

**7,000**  
Print Buyers Guides  
Distributed in 2021

**46,000**  
Online Buyers Guide  
Annual Views



## 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.

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 \$100 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 2022 print edition is September 30, 2021.**

#### 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 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.

The image shows a page from a print Buyers Guide with several ad placements. At the top right, there is a section for 'ABMA Membership List' with details for CORMETECH, Inc. Below this, there are two 'Standard listing' examples: one for Cleaver-Brooks and one for Detroit Stoker Company. To the right of these listings is a 'Full page advertiser listing' for Detroit Stoker Company. At the bottom left, there is a 'YOUR HEADER SPLASH AD HERE!' placeholder. At the bottom right, there is a 'YOUR RECTANGLE AD HERE!' placeholder. The page footer includes '2018 Buyers Guide of Member Products & Services | 12'.

Print Buyers Guide

The image shows the online Buyers Guide Home Page with several ad placements. At the top, there is a 'YOUR HEADER BANNER AD HERE!' placeholder. Below the search box, there is a 'YOUR RECTANGLE AD HERE!' placeholder. At the bottom, there is a 'YOUR FOOTER BANNER AD HERE!' placeholder. The page includes the ABMA logo, navigation links, a search bar, and a list of categories under 'Browse Categories'. The footer contains 'Powered by caboodle', 'About: InLoop', 'Contact Us', 'Terms of Use', 'Privacy & Cookies', 'Advertise', and a 'NEWSLETTER' sign-up form.

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**
- **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 Product**

**“ 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*

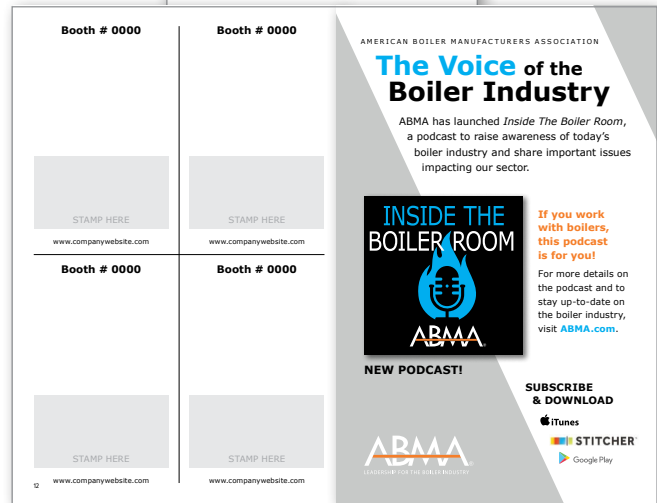
## Passport Book

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.



**Two Great Boiler Industry Resources, One Digital Hub!**

**Boiler Weekly Newsfeed & E-Newsletter**  
**ABMA.com/news**  
 The best source of boiler news organized into one convenient location.

**ABMA Buyers Guide**  
**ABMA.com/buyersguide**  
 Leading companies to address your boiler needs.

**Subscribe to Boiler Weekly for FREE today!**

**ABMA**  
 LEADERSHIP FOR THE BOILER INDUSTRY

## 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.

The Online Buyers Guide and Boiler Weekly Newsfeed are one shared digital platform, making it a digital hub for the boiler industry.

ABMA member news and content is regularly aggregated and announced through our [Boiler Weekly Newsfeed](https://www.abma.com/news) (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!

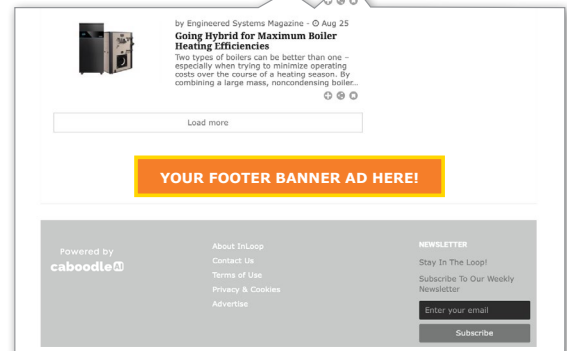
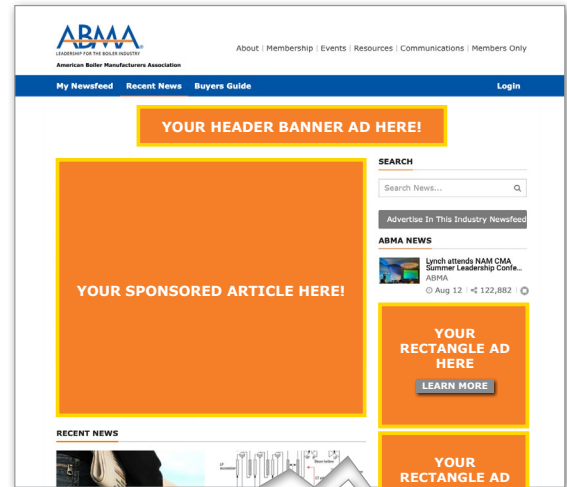
*Boiler Weekly* offers your company premier online advertising opportunities with compelling value for constant exposure to a qualified audience.

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.

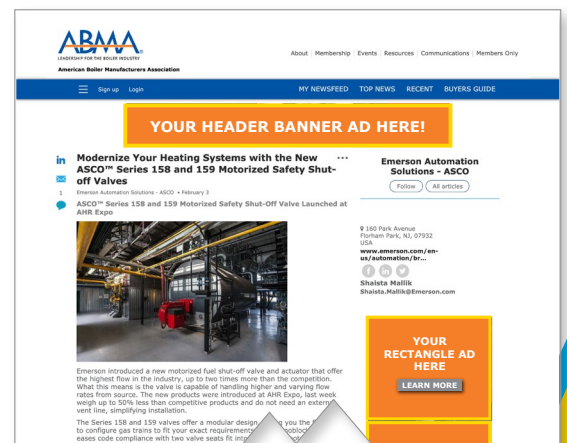
## THE DETAILS

Promotion opportunities in *Boiler Weekly Newsfeed* 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 Newsfeed Home Page



Boiler Weekly Sponsored 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 various advertising opportunities highlighted in orange boxes and labeled with callouts:

- Top Header Ad:** A banner ad located at the very top of the newsletter, above the masthead.
- Inside Header Ad Digital Blitz Package Ad Space:** A banner ad located below the masthead and above the first article.
- Sponsored Article:** A sponsored article section, which can also contain a banner ad.
- Rectangle Ad:** Two rectangular ads located below the sponsored article section.
- Inside Footer Ad:** A banner ad located below the last article of the E-Newsletter.
- Rectangle Ad:** Two rectangular ads located below the last article of the E-Newsletter.
- Bottom Footer Ad:** A banner ad located at the very bottom of the page.

The newsletter content includes the masthead "BOILER WEEKLY ABMA", social media icons, "INDUSTRY NEWS FROM ABMA", a sponsored article titled "A Growth of Savings", and a "TOP READS FROM THE PAST FEW WEEKS" section with articles like "Victory Energy Names Industry Expert Vijay Mandayam – Vice President Combustion Solutions..." and "Level With Me".

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](http://ABMA.com) Email: [advertising@abma.com](mailto:advertising@abma.com) Call: 703.356.7172

## ABMA Digital Reach

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

**3,700+**

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

**27.8%**

**Average Boiler  
Weekly open rate**

**1,700+**

**Monthly Home Page  
Buyers Guide ad  
impressions**



**3,800+**

**Average monthly on-  
line Buyers Guide pa-  
geviews**

**1,300+**

**Monthly Boiler  
Weekly Newsfeed ad  
impressions**

**9,500+**

**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 McMenamain, 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](http://ABMA.com) for an updated list of episodes.



Over  
**13,000**  
Downloads

## 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.*

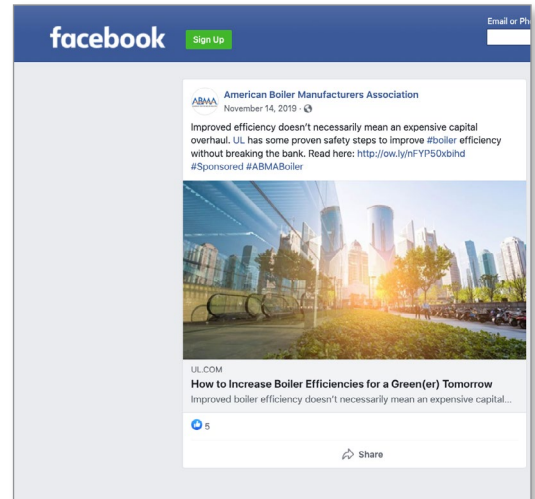
[Check out our Social Media Package, which includes 3 Sponsored Social Media Posts!](#)

## 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, Marketing Director for more details.**



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

Visit: [ABMA.com](http://ABMA.com) Email: [advertising@abma.com](mailto: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
- Random AHR Expo Passport Book Ad
- *Boiler Weekly* Sponsored Article for 4 weeks
- Newsfeed Rectangle Ad for 6 months
- 2 Sponsored Social Media Posts

**\$700 Savings**

## Buyers Guide/Passport Package:

- Random Buyers Guide Print Ad
- Online Buyers Guide Category Page Rectangle Ad for 1 year
- Random AHR Expo Passport Book Ad

**\$600 Savings**

**Add a Splash Ad to your Buyers Guide/Passport Package for \$260! BUNDLE & SAVE \$100 on your Splash Ad.**

## Social Media Package:

- 3 Sponsored Social Media Posts

## Digital Blitz Package:

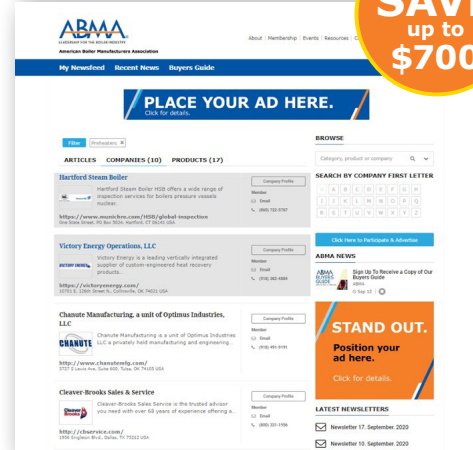
- *Boiler Weekly* Sponsored Article
- *Boiler Weekly* E-Newsletter Ad
- Lead *Boiler Weekly* Newsfeed Article
- Custom Subject Line with Company Name in *Boiler Weekly* for 1 week
- 1 Social Media Sponsored Article Post

Available in two-week and four-week options.

**See order form on page 23 for pricing details.**



**Bundle & SAVE up to \$700**



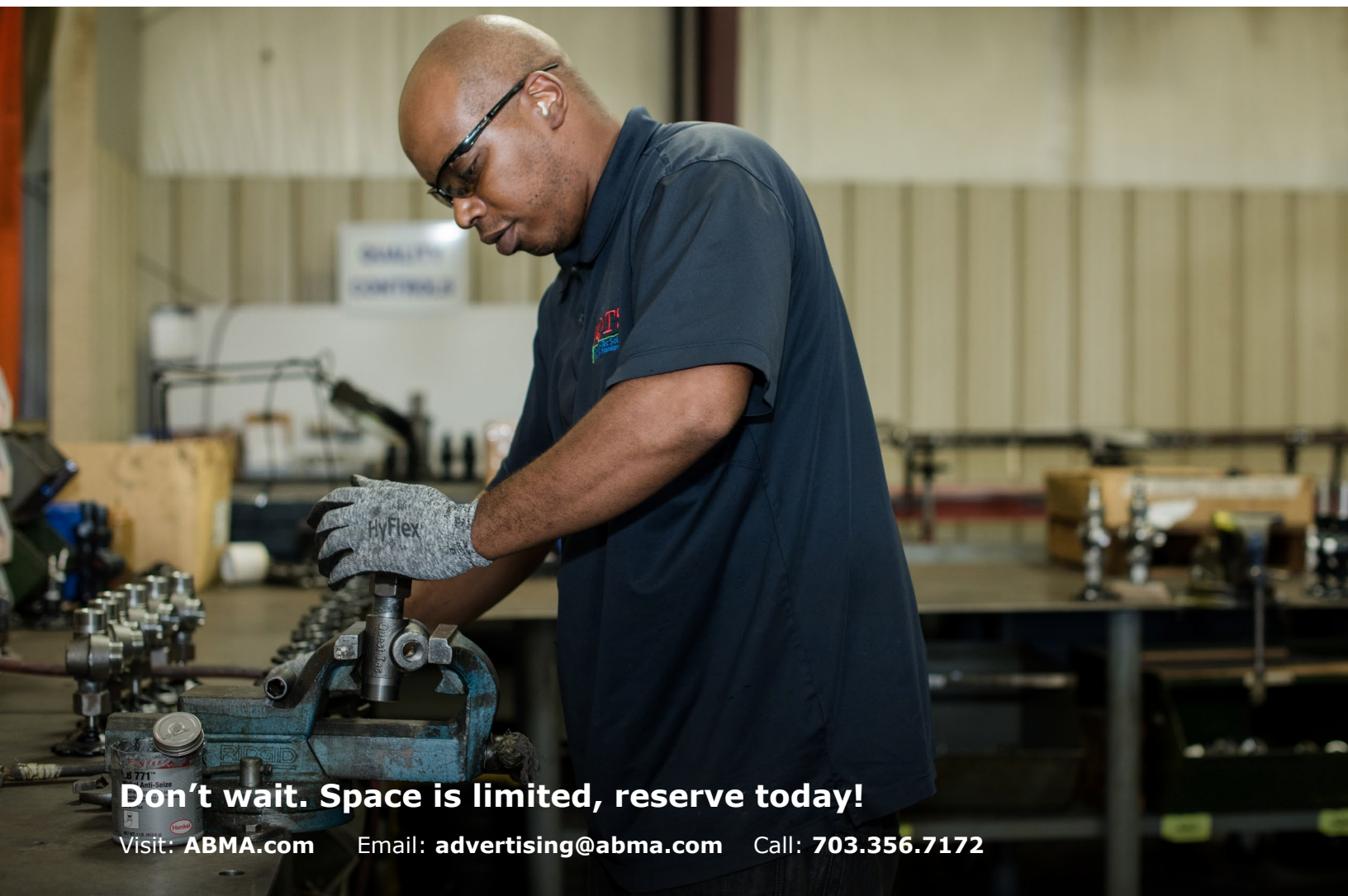
## NEW FOR 2021/22

### 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](https://www.abma.com)

Email: [advertising@abma.com](mailto: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.

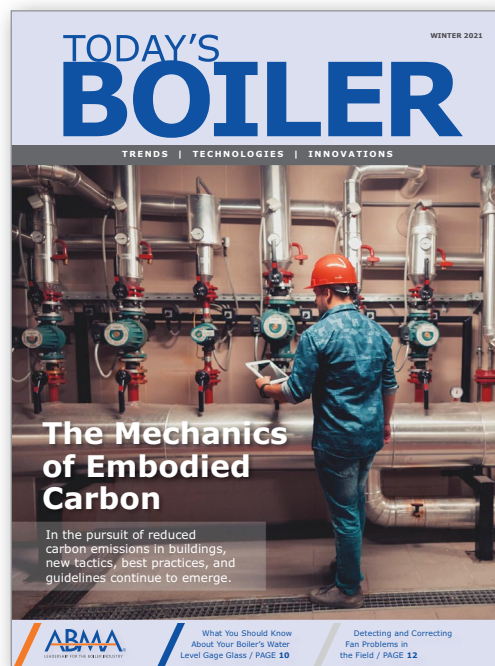
*Today's Boiler* deploys with *Engineered Systems* by mail in April and October and digitally in July and December, sending to over 29,400 individuals working with boilers.

**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 2021/22

ABMA Print Buyers Guide Company Listing Update Deadline	<b>August 31</b>
Today's Boiler Fall 2021 Issue Ad Deadline	<b>September 13</b>
ABMA Advertising Special Offer Expiration	<b>September 24</b>
Print Buyers Guide Advertising Deadline	<b>September 30</b>
Today's Boiler Fall 2021 Issue Release	<b>October</b>
Print Buyers Guide Ad Close	<b>October 7</b>
All Access Package and Buyers Guide Package Digital Ad Close	<b>October 22</b>
ABMA 2022 Annual Meeting Sponsorship Deadline	<b>October 29</b>
2022 AHR Expo Passport Book Ad Close	<b>November 10</b>
Today's Boiler Winter 2022 Issue Ad Deadline	<b>December 13</b>
Today's Boiler Winter 2022 Issue Release	<b>January</b>
ABMA 2022 Annual Meeting	<b>January 14 – 17</b>
2022 AHR Expo Trade Show, 2022 Print Buyers Guide and AHR Expo Passport Distributed from ABMA's Booth	<b>January 31 – February 2</b>
Today's Boiler Spring 2022 Issue Ad Deadline	<b>March 7</b>
Today's Boiler Spring 2022 Issue Release	<b>April</b>
ABMA 2022 Summer Meeting Sponsorship Deadline	<b>April 8</b>
Today's Boiler Summer 2022 Issue Ad Deadline	<b>June 13</b>
ABMA 2022 Summer Meeting	<b>June 24 – 27</b>
Today's Boiler Summer 2022 Issue Release	<b>July</b>

**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](mailto:advertising@abma.com)

### Material Submission Deadline:

- October 7, 2021

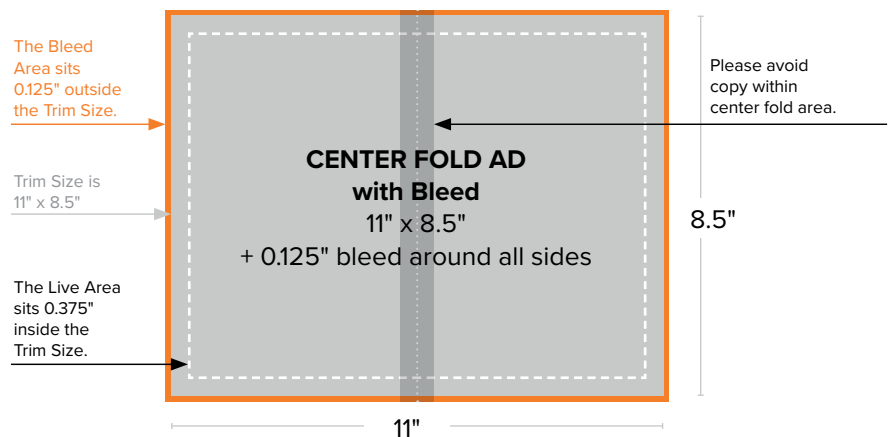
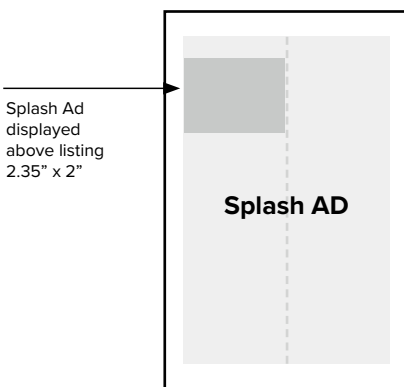
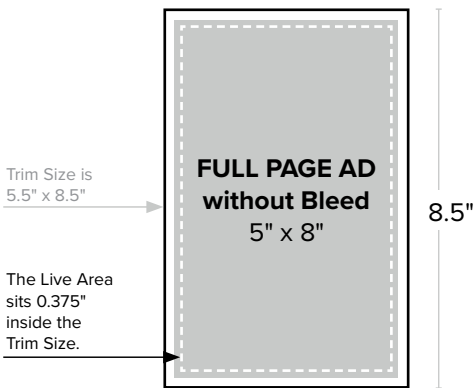
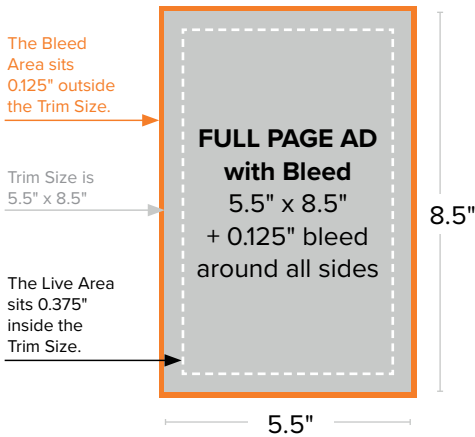
### Buyers Guide Full Page Ad Specs:

- **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](mailto:advertising@abma.com)

#### Material Submission Deadline:

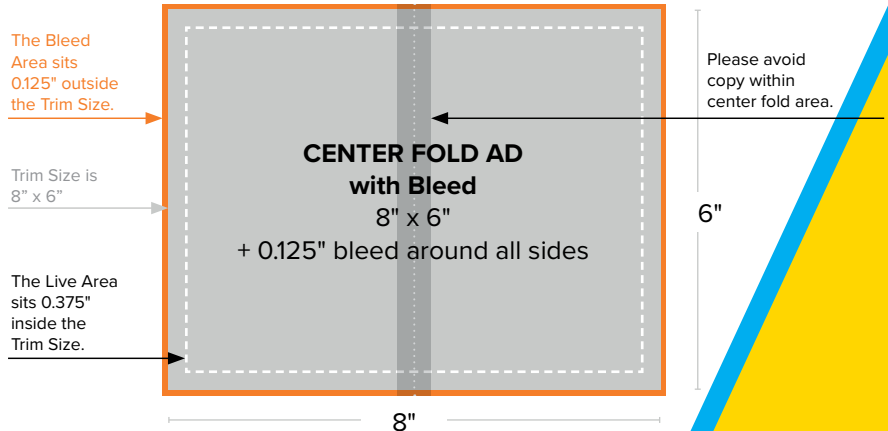
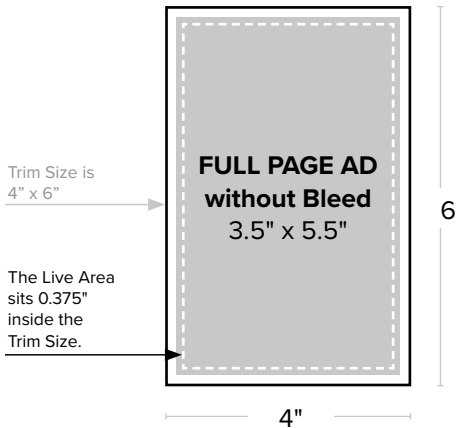
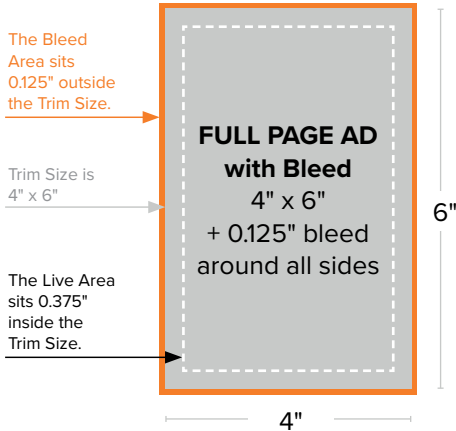
- November 10, 2021

#### 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

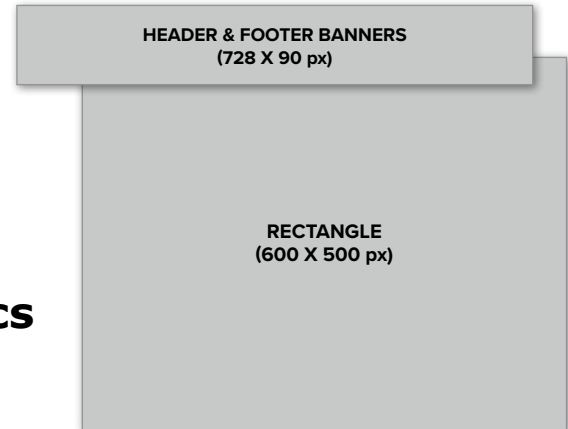
- Home Page Header & Footer Banners (728x90px)
- Home Page Rectangle (600x500px)
- Category Page Header & Footer Banners (728x90px)
- Category Page Rectangle (600 x 500px)

### 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 fields for Title, Sub Title, Preview Text, and a large Content area with a rich text editor. Below the content area are buttons for "Upload Image" and "Upload Attachment". At the bottom, there are checkboxes for "Show Main Image", "Open externally", and "Do not check back on save". There are also fields for "Publish Schedule" (From: 10/19/2020, To: 10/19/2020), "Order" (0), and "Publication Date" (Date:). 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](http://ABMA.com) Email: [advertising@abma.com](mailto: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.*

- **27.8% open rate**
- **1,300+ Newsfeed ad impressions per month**
- **3,700+ E-Newsletter ad impressions per month**
- **9,500+ readers regularly view articles**
- **5,600+ 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

## Boiler Weekly Newsfeed

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

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

# ORDER FORM

## 2021/22 Advertising Program

Company \_\_\_\_\_

Advertising Contact \_\_\_\_\_

Date \_\_\_\_\_

Email form to Shaunica Jayson,  
shaunica@abma.com.

Submit form for savings by 9/24/21.\*

### PACKAGE OPPORTUNITIES

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

#### Buyers Guide/Passport Package BUNDLE & SAVE \$ 600\*

- Random Buyers Guide Print Ad
- Online Buyers Guide Category Page Rectangle Ad - 1 year
- Random AHR Expo Passport Book Ad

**Regular Price: \$ \$ 3,400**

**Discount Price: \$2,800**

**Splash Ad: \$ 260**

\* Buyers Guide/Passport Package advertisers receive a \$ 100 Splash Ad discount.

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

- Random and Splash Buyers Guide Print Ad
- Online Buyers Guide Category Page Rectangle Ad - 1 year
- Random AHR Expo Passport Book Ad
- Boiler Weekly Sponsored Article - 4 weeks
- Newsfeed Rectangle Ad - 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

- 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 9/24/21. Print ad close is 10/7/21 and digital ad close is 10/22/21.

2022 Print Buyers Guide	7,000 Distributed in 2021	Regular Price	SAVE 10% by 9/24/21*
<input type="checkbox"/> Center Fold (11"x8.5")		\$ 3,305	<b>\$2,975</b>
<input type="checkbox"/> Back Cover (5.5"x8.5")		\$ 2,594	<b>\$2,335</b>
<input type="checkbox"/> Inside Back Cover (5.5"x8.5")		\$ 2,406	<b>\$2,165</b>
<input type="checkbox"/> Inside Front Cover (5.5"x8.5")		\$ 2,123	<b>\$1,910</b>
<input type="checkbox"/> Front Half/Back Half (5.5"x8.5")		\$ 2,028	<b>\$1,825</b>
<input type="checkbox"/> Random (5.5"x8.5")		\$ 1,700	<b>\$1,530</b>
<input type="checkbox"/> Splash Ad (2.35"x2")		\$ 400	<b>\$360</b>

Online Buyers Guide – (6-months)**	46,000 Annual Views	Regular Price	SAVE 10% by 9/24/21*
<input type="checkbox"/> Home Page Header & Footer Banners (728x90 px)		\$ 2,000	<b>\$1,800</b>
<input type="checkbox"/> Home Page Rectangle (600x500 px)		\$ 1,500	<b>\$1,350</b>
<input type="checkbox"/> Category Page Header & Footer Banners (728x90 px)		\$ 1,250	<b>\$1,125</b>
<input type="checkbox"/> Category Page Rectangle (600x500 px)		\$ 700	<b>\$630</b>
<input type="checkbox"/> Featured Product		\$1,000	<b>\$900</b>

All print and online Buyers Guide advertisers will receive priority listing in the online Buyers Guide. Print Buyers Guide ad close is 10/7/21.

2022 AHR Expo Passport Book	Cost
<input type="checkbox"/> Center Fold (8"x 6")	<b>\$ 900</b>
<input type="checkbox"/> Inside Back Cover (4"x 6")	<b>\$ 600</b>
<input type="checkbox"/> Inside Front Cover (4"x 6")	<b>\$ 600</b>
<input type="checkbox"/> Random (4"x 6")	<b>\$ 300</b>

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 11/10/21.

Boiler Weekly E-Newsletter**	Cost
<input type="checkbox"/> Header and Footer Banner (468x60 px)	<b>\$ 900</b>
<input type="checkbox"/> Rectangle (600x500 px)	<b>\$ 800</b>
<input type="checkbox"/> Sponsored Article – 2 weeks	<b>\$ 400</b>
<input type="checkbox"/> Sponsored Article – 4 weeks	<b>\$ 600</b>

Boiler Weekly Newsfeed**	Cost
<input type="checkbox"/> Header and Footer Banner (728x90 px)	<b>\$ 600</b>
<input type="checkbox"/> Rectangle (600x500 px)	<b>\$ 500</b>

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

\*\*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.