

AMERICAN BOILER MANUFACTURERS ASSOCIATION



MEDIA KIT

2022/23



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 2022/23 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

24,600+ buyers, engineers, leaders, decision makers



7,300+ Social media audience



33% Average open rates for ABMA eblasts

DID YOU KNOW?



7,800 Print Buyers Guides distributed in 2022



16,550+ 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 2023 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, 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.

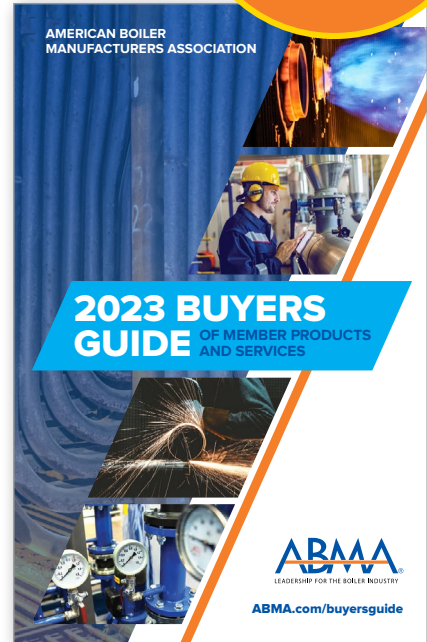
Features include:

- 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!

7,800
Print Buyers Guides
Distributed in 2022

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 2023 print edition is September 28, 2022.

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. At the top right, it says "ABMA Membership List". Below that, there are two company listings. The first is for CORMETECH, Inc., with contact information for Nancy Stephenson. The second is for Detroit Stoker Company, with contact information for sales@detroitstoker.com. There are also placeholder boxes for "YOUR HEADER SPLASH AD HERE!" and "YOUR RECTANGLE AD HERE!". At the bottom, it says "2018 Buyers Guide of Member Products & Services | 12".

Standard listing

Full page advertiser listing

Print Buyers Guide

The image shows the home page of the online Buyers Guide. At the top, there is a navigation bar with "My Newsfeed", "Recent News", "Buyers Guide", and "Login". Below that, there is a search box and a "SEARCH BY COMPANY FIRST LETTER" section. There are also "BROWSE CATEGORIES" and "ABMA NEWS" sections. At the bottom, there is a footer with "Powered by caboodle" and "NEWSLETTER" information. There are also placeholder boxes for "YOUR HEADER BANNER AD HERE!", "YOUR RECTANGLE AD HERE!", and "YOUR FOOTER BANNER AD HERE!".

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*

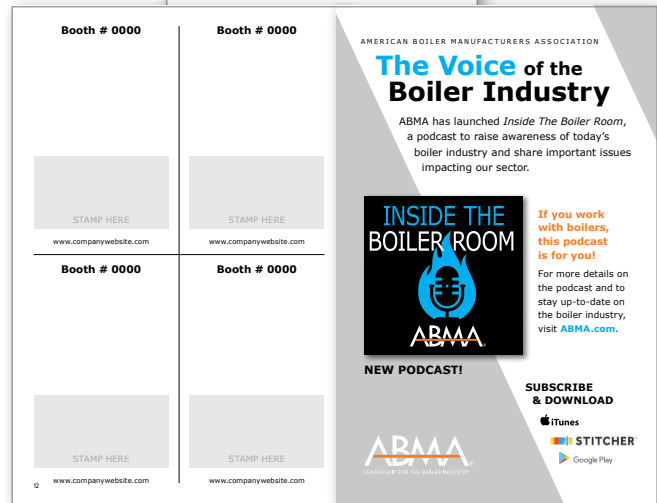
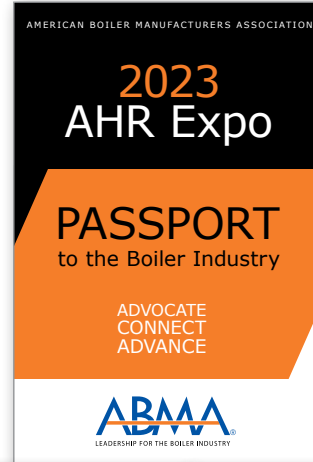
Passport Book

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!

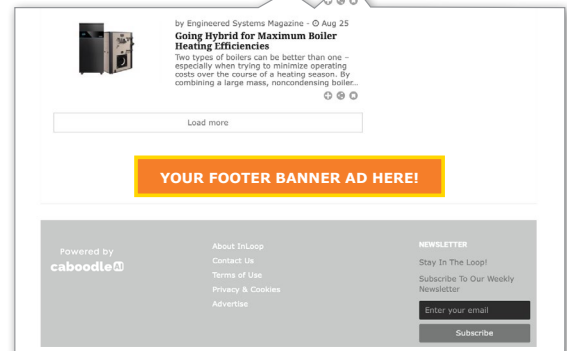
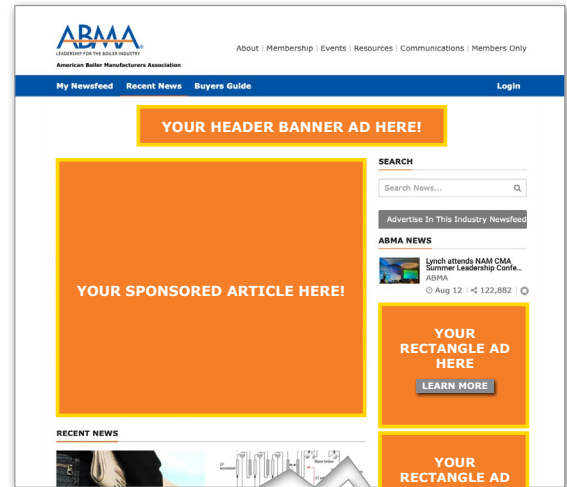
Boiler Weekly offers your company premier online advertising opportunities with compelling value for constant exposure to a qualified audience.

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.

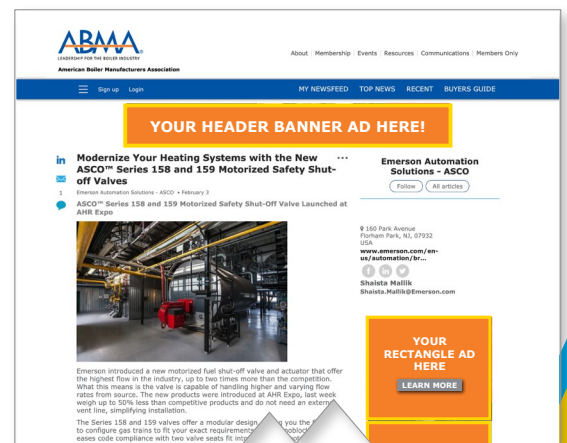
THE DETAILS

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 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 titled "INDUSTRY NEWS FROM ABMA" featuring a sponsored article with a "LEARN MORE" button.
- Rectangle Ad:** Two orange rectangular ads with "LEARN MORE" buttons, positioned below the sponsored article.
- Inside Footer Ad:** A banner located below the last article of the E-Newsletter.
- Rectangle Ad:** Two orange rectangular ads with "LEARN MORE" buttons, positioned below the "Get More Stories" section.
- Bottom Footer Ad:** A banner at the very bottom of the page.

The newsletter content includes sections like "A Growth of Savings", "The Cost of Renting a Boiler", "Get More Stories", "TOP READS FROM THE PAST FEW WEEKS", 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 Email: advertising@abma.com Call: **703.356.7172**

ABMA Digital Reach

Our digital exposure has had tremendous growth over the last few years, and continues to expand. For companies that want to remain competitive, take your advertising strategy online.

9,900+

Monthly *Boiler Weekly*
E-Newsletter ad
impressions

34.5%

Average *Boiler*
Weekly open rate

2,100+

Monthly Home Page
Buyers Guide ad
impressions



3,100+

Average monthly on-
line Buyers Guide pa-
geviews

2,000+

Monthly *Boiler*
Weekly Newsfeed ad
impressions

10,000+

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.



16,550+
Podcast
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.

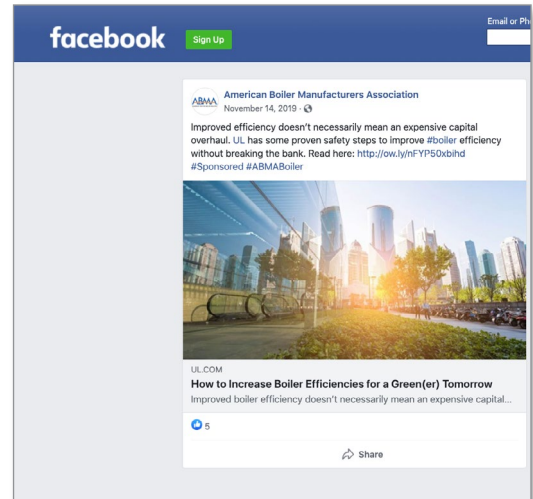
[Check out our Social Media Package, which includes 3 Sponsored Social Media Posts!](#)

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 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
- 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 \$299! BUNDLE & SAVE \$100 on your Splash Ad.

Social Media Package:

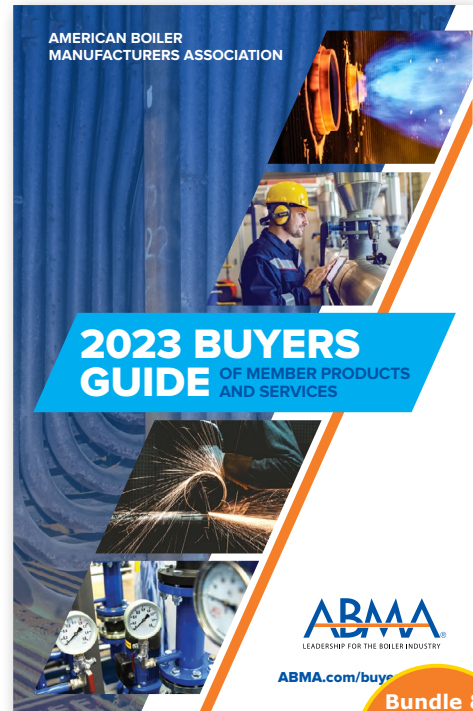
- 3 Sponsored Social Media Posts

Digital Blitz Package:

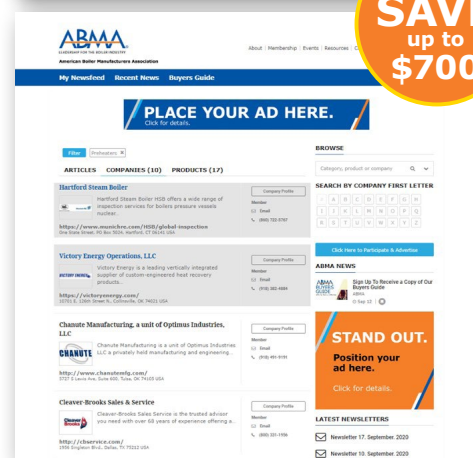
- *Boiler Weekly* Sponsored Article
- *Boiler Weekly* E-Newsletter Ad
- Lead *Boiler Weekly* Newsfeed Article
- Custom Subject Line with Company Name in *Boiler Weekly* for 1 week
- 1 Social Media Sponsored Article Post

Available in two-week and four-week options.

See order form on page 22 for pricing details.



Bundle & SAVE up to \$700



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 8,500 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 24,600+ 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

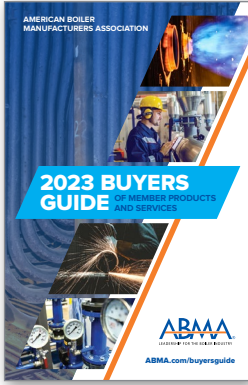
Vic Burriss, Eastern Regional Sales
610-436-4220 x8523
burrissv@bnpmedia.com



Important Dates 2022/23

ABMA Print Buyers Guide Company Listing Update Deadline	September 1
Today's Boiler Fall 2022 Issue Ad Deadline	September 4
Advertising Special Offers Expiration	September 28
Print Buyers Guide Advertising Deadline	October 5
Print Buyers Guide Ad Submission Deadline	October 19
All Access Package and Buyers Guide Package Digital Ad Close	October 26
ABMA 2023 Annual Meeting Sponsorship Deadline	October 28
Today's Boiler Fall 2022 Issue Release	November
2023 AHR Expo Passport Book Ad Submission Deadline	November 10
Today's Boiler Winter 2023 Issue Ad Deadline	December 6
Today's Boiler Winter 2023 Issue Release	January
ABMA 2023 Annual Meeting	January 13 – 16
2023 AHR Expo Trade Show, 2023 Print Buyers Guide and AHR Expo Passport Distributed from ABMA's Booth	February 6 – 8
Today's Boiler Spring 2023 Issue Ad Deadline	March 7
Today's Boiler Spring 2023 Issue Release	April
ABMA 2023 Summer Meeting Sponsorship Deadline	April 8
Today's Boiler Summer 2023 Issue Ad Deadline	June 6
ABMA 2023 Summer Meeting	June 23 – 26
Today's Boiler Summer 2023 Issue Release	July

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:

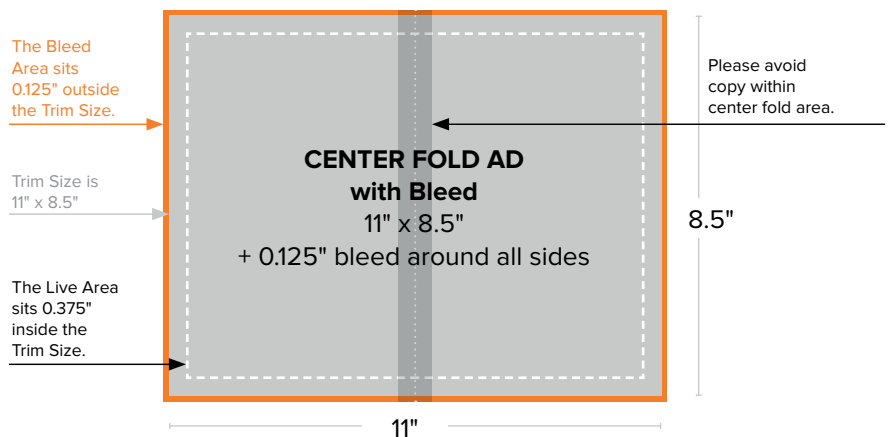
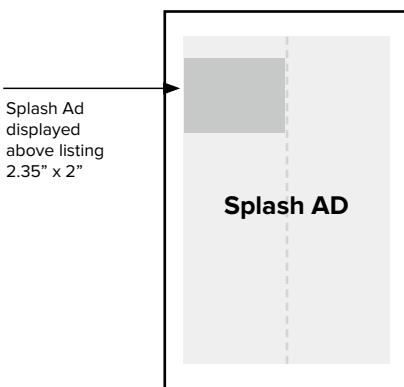
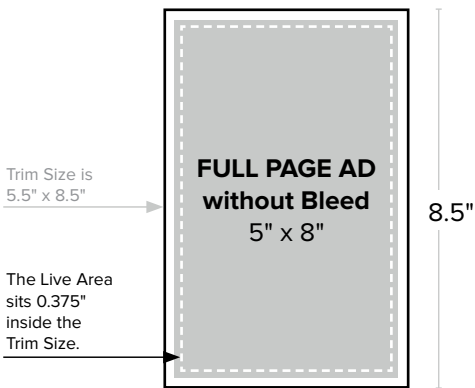
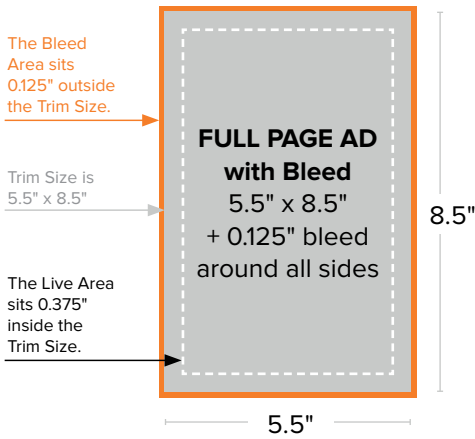
- October 19, 2022

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:

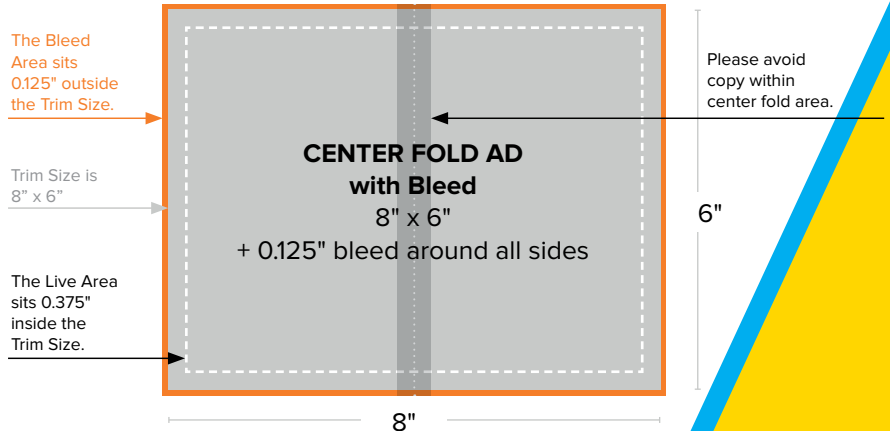
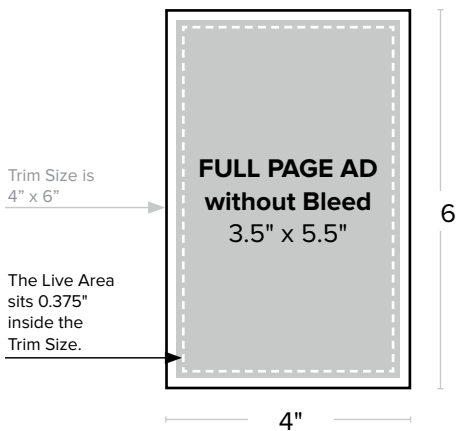
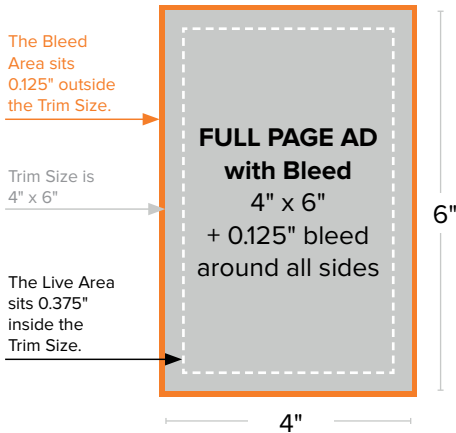
- November 10, 2022

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

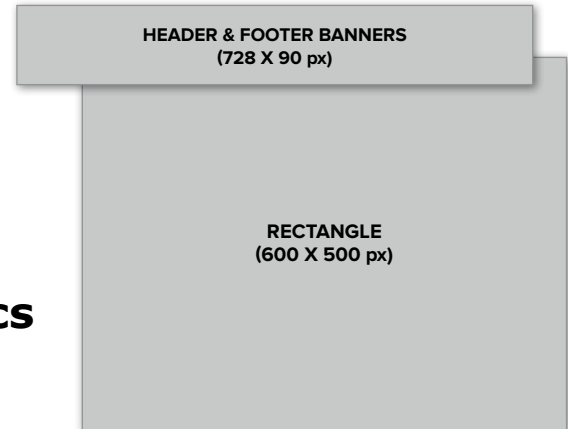
- Home Page Header & Footer Banners (728x90px)
- Home Page Rectangle (600x500px)
- Category Page Header & Footer Banners (728x90px)
- Category Page Rectangle (600 x 500px)

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 "Content". Below the content field, there are sections for "Upload Image" and "Upload Attachment". At the bottom, there are fields for "Publication Date" and "Publish Schedule", along with checkboxes for "Open Externally" and "Do not check back on save".

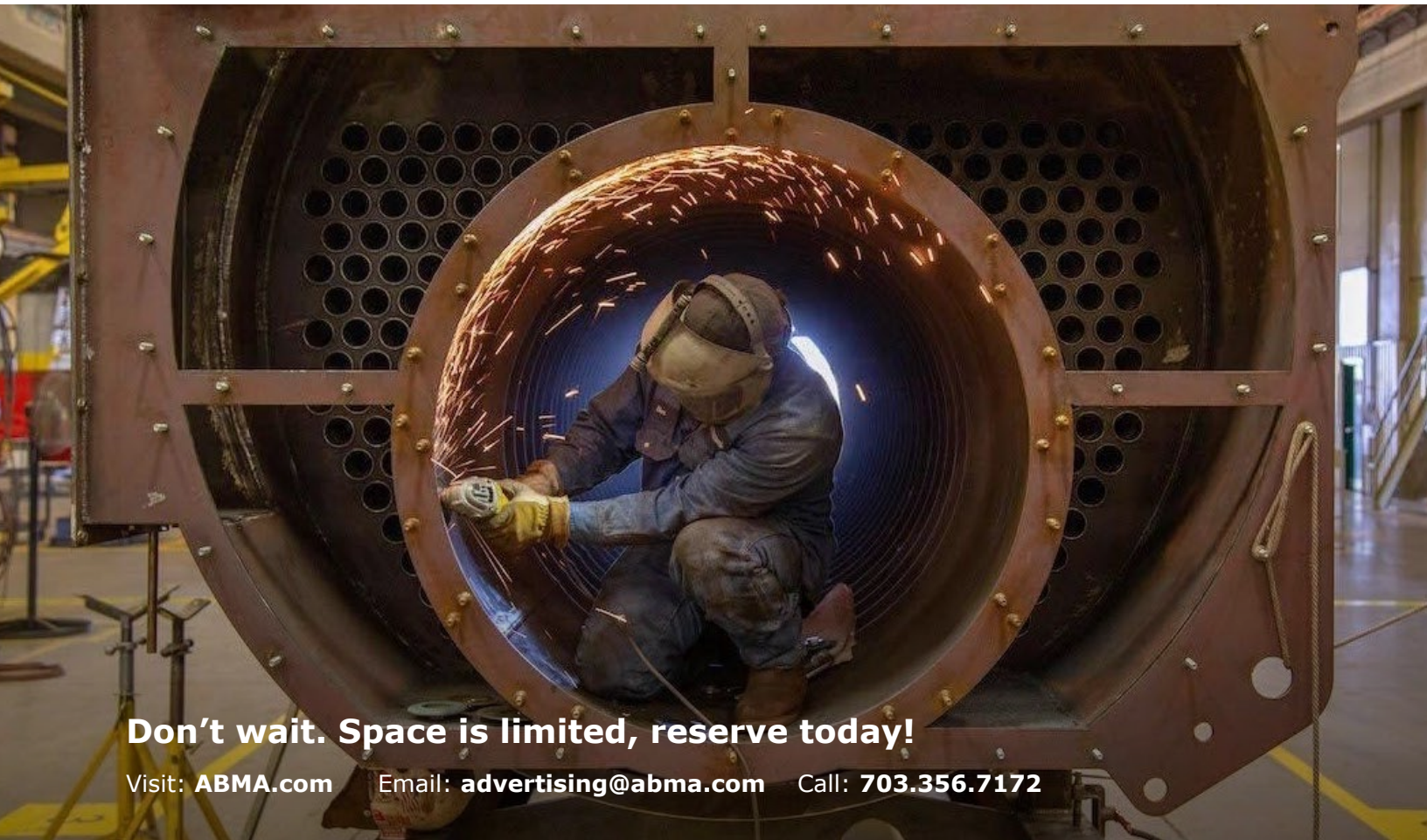
Digital Blitz Package Specs

- **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.

- **34.5% open rate**
- **2,000+ Newsfeed ad impressions per month**
- **9,900+ E-Newsletter ad impressions per month**
- **10,000+ readers regularly view articles**
- **7,300+ 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: \$825 4-Week Price: \$1,275

Boiler Weekly E-Newsletter

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

2022/23 Advertising Program

Company _____

Advertising Contact _____

Date _____

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

Submit form for savings by 9/28/22.*

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: \$3,700

Discount Price: \$3,100

Splash Ad: \$299

* Buyers Guide 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: \$5,000

Discount Price: \$4,300

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: \$825, 4-week Price: \$1,275

Social Media Package

- 3 Sponsored Social Media Posts

Price: \$399

All special offers expire on 9/28/22 and print Buyers Guide advertising ends on 10/5/22. The print Buyers Guide ad submissions are due by 10/19/22 and digital ad submissions are due by 10/26/22.

2023 Print Buyers Guide	7,800 Distributed in 2022	Regular Price	SAVE 10% by 9/28/22*
<input type="checkbox"/> Center Fold (11"x8.5")		\$3,650	\$3,275
<input type="checkbox"/> Back Cover (5.5"x8.5")		\$2,850	\$2,575
<input type="checkbox"/> Inside Back Cover (5.5"x8.5")		\$2,650	\$2,399
<input type="checkbox"/> Inside Front Cover (5.5"x8.5")		\$2,325	\$2,100
<input type="checkbox"/> Front Half/Back Half (5.5"x8.5")		\$2,225	\$2,000
<input type="checkbox"/> Random (5.5"x8.5")		\$1,875	\$1,699
<input type="checkbox"/> Splash Ad (2.35"x2")		\$450	\$399

Online Buyers Guide – (6-months)**	46,000 Annual Views	Regular Price	SAVE 10% by 9/28/22*
<input type="checkbox"/> Home Page Header & Footer Banners (728x90 px)		\$2,200	\$1,999
<input type="checkbox"/> Home Page Rectangle (600x500px)		\$1,650	\$1,499
<input type="checkbox"/> Category Page Header & Footer Banners (728x90 px)		\$1,375	\$1,250
<input type="checkbox"/> Category Page Rectangle (600x500px)		\$775	\$699
<input type="checkbox"/> Featured Product		\$1,100	\$999

Print Buyers Guide advertising ends on 10/5/22 and ad submissions are due by 10/19/22.

2023 AHR Expo Passport Book	Cost
<input type="checkbox"/> Center Fold (8"x 6")	\$999
<input type="checkbox"/> Inside Back Cover (4"x 6")	\$675
<input type="checkbox"/> Inside Front Cover (4"x 6")	\$675
<input type="checkbox"/> Random (4"x 6")	\$325

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

AHR Expo Passport ad submissions are due by 11/10/22.

Boiler Weekly E-Newsletter**	Cost
<input type="checkbox"/> Header and Footer Banner (468x60 px)	\$999
<input type="checkbox"/> Rectangle (600x500px)	\$875
<input type="checkbox"/> Sponsored Article – 2 weeks	\$450
<input type="checkbox"/> Sponsored Article – 4 weeks	\$675

Boiler Weekly Newsfeed**	Cost
<input type="checkbox"/> Header and Footer Banner (728x90 px)	\$675
<input type="checkbox"/> Rectangle (600x500px)	\$550

Inside the Boiler Room Podcast	Cost
<input type="checkbox"/> 1 Sponsored Podcast Episode	\$550

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.