

thefabricator.com



Media Kit

The Smart Investment...



... the combination to reach your target customers

For more than 12 years, thefabricator.com has provided the latest technical and product information to the global metal forming and fabricating industry. The site continues to focus on adding new content and enhancing search engine optimization (SEO).

In 2011 Twitter feeds from Editor-in-Chief Dan Davis (fabricating) and Web Content Manager Vicki Bell (fabcomlady) were added.

Also added in 2011 was the Industry Glossary, listed under the Industry Directory tab. It can be found directly at www.thefabricator.com/glossary. Originally comprising 570 terms, the glossary is expected to expand to more than 3,200 entries.

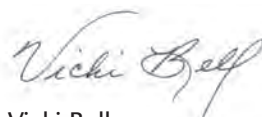
The home page continues to feature technical articles, industry news, products, videos, podcasts, and links to tech cells and the Industry Directory.

New ways to add content and have this content show up prominently in searches continually are being explored. Plans are under way to add columns from our print publications, such

as “Arc Welding 101” from *Practical Welding Today*[®], to create areas that focus on the basics of both technology and management, and to focus Web-exclusive editorial on key search terms.

Complementing the Web site are four monthly e-newsletters sent to direct-request subscribers—“Fabricating Update,” “Stamping News Brief,” “Tube Talk,” and “Welding Wire”—that engage readers and drive traffic to both thefabricator.com and newsletter sponsors’ Web sites.

Our content and continued commitment to improving the Web site have enabled thefabricator.com to maintain its position as the leading Web site in the industry.



Vicki Bell
Web Content Manager



Vicki Bell is the Web content manager for thefabricator.com. She is responsible for determining site content, editing and writing Web-exclusive articles, contributing to The Fabricator Blog, and writing four monthly e-newsletters for the metal fabricating and forming community.

Vicki became Web content manager in 2002, after joining the Fabricators & Manufacturers Association Intl.[®] (FMA) as a marketing specialist in 1998. Previously she served in various management roles for telecommunications and computer software companies. She has a Bachelor of Arts degree in English from Rockford College, Rockford, Ill.

January	February	March
<ul style="list-style-type: none"> • Metallurgy* • Laser Welding 	<ul style="list-style-type: none"> • Bending • GMAW 	<ul style="list-style-type: none"> • Titanium Welding** • Plasma Cutting
April	May	June
<ul style="list-style-type: none"> • Metallurgy* • Resistance Welding 	<ul style="list-style-type: none"> • Hydroforming • Marketing–Tradeshows 	<ul style="list-style-type: none"> • Titanium Welding** • Safety
July	August	September
<ul style="list-style-type: none"> • Metallurgy* • Robotic Welding 	<ul style="list-style-type: none"> • SMAW • Tube & Pipe Fabrication 	<ul style="list-style-type: none"> • Titanium Welding** • Shop Software
October	November	December
<ul style="list-style-type: none"> • Metallurgy* • Art and Sculpture 	<ul style="list-style-type: none"> • Waterjet Cutting • GTAW 	<ul style="list-style-type: none"> • Titanium Welding** • Punching

If you are interested in contributing an exclusive, nonpromotional article to thefabricator.com about topics of interest to metal fabrication, contact Web Content Manager Vicki Bell, vickib@thefabricator.com, 678-366-0902.

*Carl Smith, professor emeritus of welding technology at West Virginia University, Parkersburg, and a quality manager and welding technologist for Kanawha Mfg. Co., Charleston and Buffalo, W.V., shares his metallurgy expertise in January, April, July, and October.

**David Hass, engineering and welding consultant, answers questions about titanium welding in March, June, September, and December.

thefabricator.com – Home Page Opportunities / Tech Cell Ads / Alexa Rankings

The metal forming and fabricating industry's leading online resource, thefabricator.com attracts visitors who are looking for articles, news, and products they need to operate and grow their businesses. Thefabricator.com adheres to the same editorial standards as all publications from FMA Communications, and content is divided into tech cells that allow visitors to zero in on their areas of interest.

In addition, thefabricator.com uses multiple software analytics firms to measure its effectiveness. This software filters out all SPAM, spiders, and other robots that are programmed by search engines to "crawl" across Internet sites. The end result for you is numbers and statistics that reflect actual human beings that are interested in your products and services.

According to a 2011 Harvey Research Study, 90% of our subscribers utilize the Internet when making purchasing decisions.

Home Page Opportunities

Sponsored Content

Advertiser Rate: \$1,650 gross per month

Nonadvertiser Rate: \$2,250 gross per month

Content may include product demos, text and a photo with a link, video, audio, white papers, electronic brochures, and podcasts. Users can request additional information through a contact form. The request is sent immediately to a contact e-mail at advertiser's company, and a copy to us for tracking purposes. Immediate results, high-quality leads. Sponsored Content is active for 30 days/1 month.

Button Ad - 120 x 90 pixels

Six possible positions. May rotate with up to 3 ads in each position.

Vertical Banner Ad - 120 x 240 pixels

Two banner positions. May rotate with up to 3 ads.

Home Page Gross Rates

Button Ad - 120 x 90	1x	3x	6x	9x	12x
Advertiser	350	335	320	305	290
Nonadvertiser	475	450	425	400	375

Vertical Banner - 120 x 240	1x	3x	6x	9x	12x
Advertiser	495	480	465	450	435
Nonadvertiser	625	600	575	550	525

Spanish-Language Fabricator.com

Home Page ads (may rotate with up to 3 ads)

Button Ads: \$225 gross per month

Vertical Banner: \$330 gross per month

Horizontal Banner: Reserved for Site Sponsors only

Tech Cell ads (may rotate with up to 3 ads)

Button Ads: \$350 gross per month

Vertical Banner: Reserved for Site Sponsors only

Video - \$395 per month

All rates are per month and require a 6-month commitment.

Spanish fabricator.com Site Sponsorship

\$12,000 gross annually for advertisers

\$15,000 gross annually for nonadvertisers

\$8,000 gross annually for current fabricator.com

Site Sponsors

Tech Cell Ads - minimum 6 months

Only Button Ads Are Available - 120 x 90 pixels

Advertiser Rate: \$550 gross per month

Nonadvertiser Rate: \$725 gross per month

- 7 available spots, rotate up to 3 ads
- No animation
- Shows up in multiple locations, "follows" technology-specific content
- Can choose from 43 Tech Cells

Tech Cell "Big Box" - \$850 gross per month

- Maximize your ad space with this new 250 x 250 banner!
- May rotate with up to 3 ads

FFID "Big Box" - \$1,100 gross per month

- Put your marketing message on the main page of the industry's most utilized online directory!
- May rotate with up to 3 ads

Alexa Rankings

Whose Web site has the highest traffic ranking? Below are the www.alexa.com Web site traffic report rankings. The lower the number, the higher the ranking!

	Worldwide Rank	U.S. Rank
www.google.com	1	1
www.msn.com	11	13
www.thefabricator.com	241,605	115,161
www.aws.org	295,156	231,652
www.mmsonline.com	441,896	180,038
www.pma.org	1,202,214	330,129
www.metalfformingmagazine.com	1,445,296	478,900
www.fmanet.org	1,860,094	587,950
www.ffjournal.net	2,940,500	544,324
www.tubefirst.com	3,367,435	N/A
www.sockmonkey.com	3,960,275	692,103
www.modernmetals.com	4,104,799	N/A
www.tubenet.org	4,191,613	N/A
www.fandmmag.com	4,985,763	N/A
www.weldingmag.com	6,289,393	N/A

Current as of August 1, 2011

Note: U.S. rankings not available for all sites listed.

Are you looking for a unique way to showcase your new products?

Multimedia advertising is quickly becoming a required part of the overall marketing mix for companies today. Using an integrated approach to your marketing plan allows you to target prospects at different points in the buying cycle. Some prospects use trade magazines, some use the Internet, and some use word-of-mouth. By using various forms of media, you better position your products to reach buyers where and when they are looking for information. And, ultimately, when they are ready to buy.

Webcasts

Webcasts offer a unique way to showcase your new products and services to an interactive audience from the metal forming, fabricating, stamping, tube and pipe, and welding industries.

- **Exclusive Webcast** - \$11,765 gross
- **TECH Showcase** - \$5,885 gross per company (for 3 companies)

Video

The video medium has been taking off in recent years due partly to the popularity of Web sites like www.youtube.com. One important feature of using a video to promote a product or service is its viral marketing appeal, meaning viewers can e-mail or share the video with colleagues. Your company's video will appear both in your company's showroom and in the Video Vault & Multimedia Center.

- **Advertiser** - \$495 per month
- **Nonadvertiser** - \$695 per month

Note: Total length of video will determine monthly rate. Contact your regional sales representative for more information.

Podcasts

Podcasts are prerecorded audio files giving users the unique convenience to listen at their desktop or download and listen on the go using their MP3 player. Each publication's editor will be posting one new podcast each month. The content will vary, from various columns to open houses to tradeshow reviews.

- **Advertiser** - \$500
- **Nonadvertiser** - \$650

For custom podcasts, contact Jim Gorzek at 815-227-8269, or e-mail him at jimg@thefabricator.com.

White Paper

Promoted in monthly e-newsletters (\$7,500 value)

- \$1,650 per year (includes e-mail leads)

SuperDeck, E-Deck

Our online SuperDeck helps industry prospects research the products and services they need for their businesses. From components to software, the solution is here. All categories cover the metal forming, fabricating, stamping, tube and pipe, and welding industries. Target qualified prospects in one of the four seasonal decks. (Spring, Summer, Fall, Winter)



\$995 per electronic card (Gross rate)

Click thru reports available

Forming & Fabricating® Industry Directory (FFID) Showroom

A comprehensive listing of businesses in the metal forming, fabricating, stamping, tube and pipe, and welding industries. List your company for free!

- **Site Sponsor** (*Best Value, maximum exposure*) – We start off with the package that offers you everything. The Site Sponsor showroom includes all of the features from the showrooms listed below, plus one-up print frequency discount, linked product lineup and trade name lists, one Tech Cell button ad, one vertical banner Tech Cell ad, two e-newsletter sponsorships, free Buyers' Guide links, FFID and fab.com slotted search results (*place at the top*), video in showroom feature for 12 months, and one sponsored content* item for 30 days. (*\$30,000 value*)

Advertiser rate: \$17,500 gross per year

Nonadvertiser rate: \$22,500 gross per year

*Sponsored content may include white papers, audio, video, audio/video, podcasts, brochures, and digital marketing.

- **Expanded** (*Free to 12x print advertisers*) – Includes all of the Advertiser Exclusive features, plus five deep links within the FFID Showroom linked to the supplier's site, FFID and fab.com slotted search results, a banner ad in the showroom, static product lineup and trade name lists, and location map.

3x advertiser rate: \$5,500 gross per year

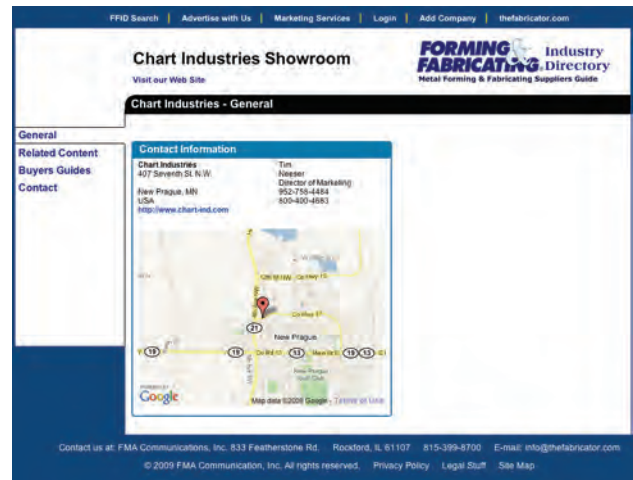
6x advertiser rate: \$3,300 gross per year

9x advertiser rate: \$1,650 gross per year

- **Advertiser Exclusive** (*Free to contracted advertisers*) – Includes all the Basic showroom features, plus company logo, profile (*150-word writeup*), and generic e-mail form to the Basic Showroom items. (*\$3,000 value*)

- **Basic Showroom** (*Free to all relevant suppliers*) – Includes linked listings of FFID categories, Buyers' Guides, list of articles and releases the company appears in, company name, address, phone number, social networking links, and home page URL. (*\$2,000 value*)

Basic Showroom



Site Sponsor



Enhanced Buyers' Guide

AMADA AMERICA INC. Buena Park, CA																							
EMLK361ONT	Combination	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	8	98	72	14.9	196	72	4		.0004/20	.0002	0.0004/20,0002	3.937	3.149	5.041	250	250	330	0	0

Thefabricator.com is now offering three ways to maximize your Buyers' Guide listing and put your marketing message in front of the decision-makers of your target prospects and customers!



Option 1: Hot Link (\$530 gross per year)

For mere dollars a day, you can increase direct traffic to your Web site by adding a Hot Link to your Buyers' Guide listing. Each Hot Link is directly connected to your company's Web site or showroom.



Option 2: E-Mail Link (\$705 gross per year)

Add an e-mail icon to your Buyers' Guide listing, which will take users to an online form where they can contact you for more information on a specific product within the Buyers' Guide.



Option 3: Video Link (\$1,410 gross per year)

What better way to learn more about a product than to see it in action? Add a video link from your Buyers' Guide listing that will direct users to your online showroom page where they can view your product's video and learn more about your company.

Save \$100 off of the total cost by adding two enhancements to your existing Buyers' Guide listing, or maximize your savings by adding all three options at a total savings of \$300 per year!

E-newsletter Sponsorships

Thefabricator.com distributes four monthly opt-in-only e-newsletters that target specific industry segments: Fabricating Update, Welding Wire, Tube Talk, and Stamping News Brief. Advertising in the appropriate newsletter delivers your message to thousands of qualified subscribers who rely on the newsletters for the latest industry articles, news, and product information.

- **Fabricating Update:** 21,833 subscribers 
- **Welding Wire:** 14,247 subscribers 
- **Tube Talk:** 11,110 subscribers 
- **Stamping News Brief:** 10,176 subscribers 

Source: Publisher's own data; complete demographics available online at www.fma-communications.com

	Fabricating Update Ad Close / Mail		Stamping News Brief Ad Close / Mail		Tube Talk Ad Close / Mail		Welding Wire Ad Close / Mail	
January	1/5/12	1/10/12	1/5/12	1/12/12	1/12/12	1/17/12	1/12/12	1/19/12
February	2/2/12	2/7/12	2/2/12	2/9/12	2/9/12	2/14/12	2/9/12	2/16/12
March	3/1/12	3/6/12	3/1/12	3/8/12	3/8/12	3/13/12	3/8/12	3/15/12
April	4/5/12	4/10/12	4/5/12	4/12/12	4/12/12	4/17/12	4/12/12	4/19/12
May	5/3/12	5/8/12	5/3/12	5/10/12	5/10/12	5/15/12	5/10/12	5/17/12
June	6/7/12	6/12/12	6/7/12	6/14/12	6/14/12	6/19/12	6/14/12	6/21/12
July	7/5/12	7/10/12	7/5/12	7/12/12	7/12/12	7/17/12	7/12/12	7/19/12
August	8/2/12	8/7/12	8/2/12	8/9/12	8/9/12	8/14/12	8/9/12	8/16/12
September	9/8/12	9/11/12	9/8/12	9/13/12	9/13/12	9/18/12	9/13/12	9/20/12
October	10/4/12	10/9/12	10/4/12	10/11/12	10/11/12	10/16/12	10/11/12	10/18/12
November	11/1/12	11/6/12	11/1/12	11/8/12	11/8/12	11/13/12	11/8/12	11/15/12
December	12/6/12	12/11/12	12/6/12	12/11/12	12/7/12	12/13/12	12/7/12	12/13/12

■ Blue area indicates e-Product Showcase Issues
 ■ Yellow area indicates FABTECH issues

FABTECH: Nov. 12-14, 2012 (Las Vegas)
 In December, two newsletters are e-mailed on Dec. 11 and two on Dec. 13