



ALUMINUM
EXTRUDERS
COUNCIL

2015 Media Guide



2015 Media Guide

The Aluminum Extruders Council (AEC) provides members with a number of benefits, including marketing opportunities at an affordable cost. Reach the audience you want at a price that fits your budget. Partnering with AEC is a smart decision that delivers a great return on investment!

In 2014 AEC voted to offer its members an exclusive opportunity to reach other members and the growing list of individuals and companies that have expressed an interest in aluminum extrusions in their design challenges. This schedule outlines the Council's advertising and promotional offerings for the 2015 season. These offerings are subject to change based on overall response, and will be offered on a first come, first serve basis.

To place your order, simply 'check' those items you wish to purchase and then fax to 847.526.3993 or email this form to mail@aec.org.

AUDIENCE

**Build your Company's Awareness
Through AEC's Integrated Media Offerings**

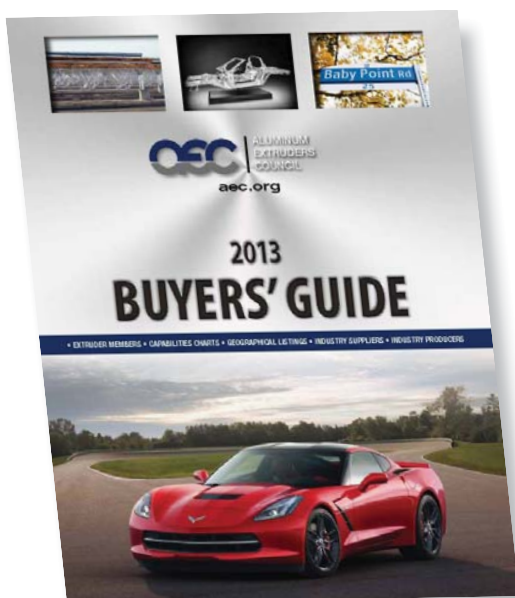
Online

3,400+ monthly visits with 72% new visitors
Average of 14,000+ pageviews per month



e-Newsletter

1,000+ subscribers



Buyers' Guide

5,000 on mailing list
4,000 digital views per month



2015 Buyers' Guide



Get Discovered in the Aluminum Extrusion Industry's Essential Resource

Print Advertising Rates

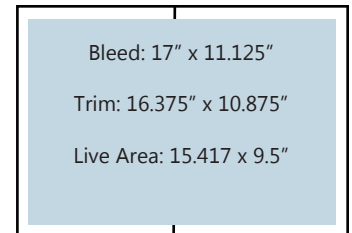
All rates include an Ad Link in the digital edition of the Buyers' Guide

SPACE	Full-Color	Black & White
Double-Page Spread	\$4,619	N/A
Outside Back Cover	\$3,856	N/A
Inside Front Cover	\$3,659	N/A
Inside Back Cover	\$3,459	N/A
Full Page	\$2,959	N/A
2/3 Page	\$2,539	\$1,899
1/2-Page Island	\$2,199	\$1,659
1/2 Page	\$1,859	\$1,399
1/3 Page	\$1,419	\$1,059
1/4 Page	\$1,099	\$819
1/6 Page	\$859	\$639
1/8 Page	\$679	\$499

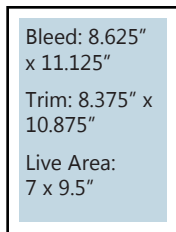
LISTING ENHANCEMENT	RATE	ADDITIONAL LISTING
Full-Color Logo & 50-Word Profile	\$400	\$90
Full-Color Logo & 25-Word Profile	\$350	\$90
Full-Color Logo	\$250	\$50
50-Word Profile	\$200	\$50
25-Word Profile	\$150	\$50

Artwork Requirements

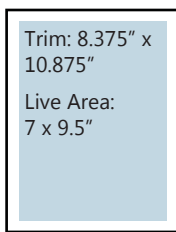
All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-resolution PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file. All ads supplied should be final art; no revisions can be made.



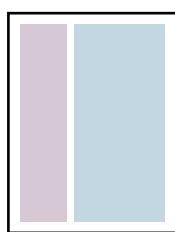
2 Page Spread



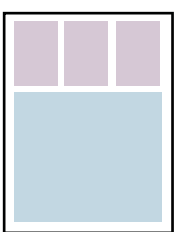
Full Page



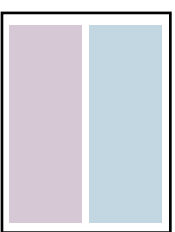
Full Page (no bleed)



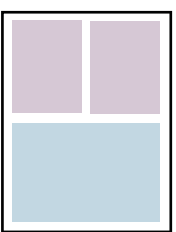
2/3 Page (Vert)
4.583" x 9.5"



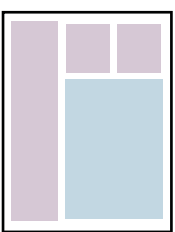
2/3 Page (Horz)
7" x 6.333"



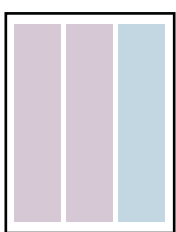
1/2 Page (Vert)
3.333" x 9.5



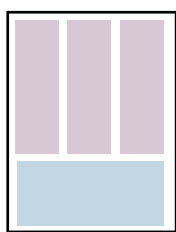
1/2 Page (Horz)
7" x 6.333"



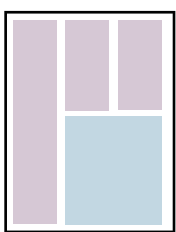
1/2 Page-Island
4.583" x 7"



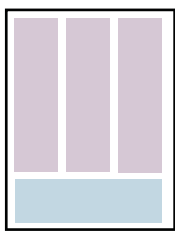
1/3 Page (Vert)
2.166" x 9.5"



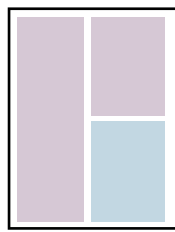
1/3 Page (Horz)
7" x 3"



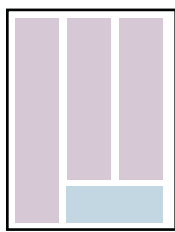
1/3 Page (Sq)
4.583" x 4.583"



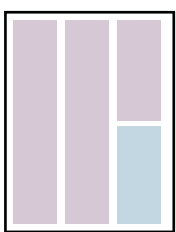
1/4 Page (Horz)
7" x 2.375"



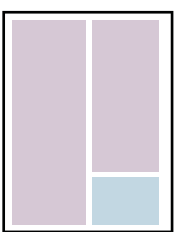
1/4 Page (Vert)
3.333" x 4.583"



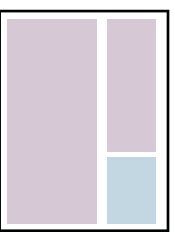
1/6 Page (Horz)
4.583 x 2.166



1/6 Page (Vert)
2.166" x 4.583"



1/8 Page (Horz)
3.333" x 2.166"



1/8 Page (Vert)
2.166" x 3.333"

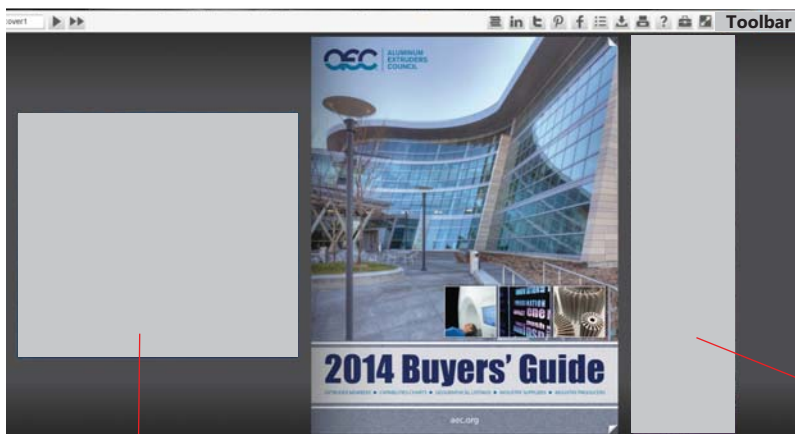


2015 Buyers' Guide



Get Discovered in the Aluminum Extrusion Industry's Essential Resource

Digital Advertising Rates & Positions



Digital Sponsorship | \$1,200

Digital Sponsorship Max | \$1,400

Your message will be prominently displayed directly across from the cover of the buyers' guide. Animation and video capabilities are available.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address.

Digital Toolbar | \$500

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper | SOLD

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Specifications

Sponsorship

550 x 480 pixels; minimum resolution is 150 dpi

Sponsorship Max

603 x 783 pixels; minimum resolution is 150 dpi

JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted

Skyscraper

200 x 783 pixels; minimum resolution is 150 dpi
JPG only (no animation)

Toolbar

250 x 50 pixels; 50 character limit (initial Toolbar button); minimum resolution is 150 dpi
JPG only (no animation)

*Digital Edition Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nxtbook engine, such as the _parent layer of the animation, _level0 and _rootreferences, or global functions like setInterval
- Bitmaps should have "smoothing enabled" for best presentation • All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation



DIGITAL

Bringing Your Company to the Industry 24/7

Advertising on the AEC Website – www.aec.org

In 2015 the AEC will expand its existing offering and extend new offerings to members to advertise on aec.org. All artwork, advertising collateral, and copy are to be supplied to the AEC by the advertiser. The AEC will proof materials for obvious errors and general professionalism. It is the desire of the Council to keep all content free from commercialism unless expressly specified.

Advertising on the Aluminum Extruders Council website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.aec.org to learn about upcoming association events and discover ways to maximize their AEC membership. In addition, prospective extrusion customers visit AEC.org to find the right supplier for their project. Advertising on www.aec.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of aluminum extrusion professionals.

Technical Pages

The AEC will build a page just for you! You supply the pictures, artwork, and copy to tell your company's story to aec.org visitors. These pages are designed to fill aec.org with the very latest in educational and technical information from the industry. Whether you are an aluminum extruder, producer or a supplier to the industry, you can take advantage of this opportunity for your company to present its value proposition. The Council reserves the right to edit the content for grammar and syntax.

- Quarterly | \$1500 per page
- Semi-Annually | \$2750 per page
- Yearly | \$4500 per page

Banner Ads

Purchase a banner ad that will be featured at the bottom of selected AEC web pages. No banner ads will be allowed on the home page.

LeaderBoard (728x90 pixels)

One position with up to six rotations on the following pages:

- Find an Extruder
- Extrusion Applications
- Extrusion Basics
- Design Resources
- Sustainability

- Quarterly | \$800
- Semi-Annually | \$1400
- Yearly | \$2500



AEC website average monthly visits: (October 2013 - September 2014)

- Find an Extruder - 1,220 monthly visitors
- Extrusion Applications - 740 monthly visitors
- Extrusion Basics - 1,680 monthly visitors
- Design Resources - 1,740 monthly visitors
- Sustainability - 150 monthly visitors



DIGITAL

Bringing Your Company to the Industry 24/7

essentiALs - The AEC's official Newsletter

In 2015 the Council will offer sponsorship opportunities in our monthly newsletter, *essentiALs*. The never-before-offered program will give your company exposure to the over 1,000 subscribers to *essentiALs*. Open rates for this publication typically run near 40%, and your sponsorship will be forever embedded in the newsletter long after it is archived.

Leaderboard Banner Ad | \$500 per issue

Banner Ad | \$300 per issue

Sidebar Ad | \$250 per issue



Sidebar Ads

Size: 200 x 250 pixels,
Resolution: 72 dpi
Format: JPG/GIF; 35k

Image
200x150 Pixels
Line 1: Max 20 Characters
Line 2: Max 20 Characters
Line 3: Max 20 Characters
Line 4: Max 20 Characters

Banner Ads

Size: 468 x 60 pixels, Resolution: 72 dpi
Format: JPG/GIF; 35k

Image
120x80
Pixels
Line 1: Your Headline Goes Here, Maximum 65 characters
Line 2: Your message/content goes here, Maximum 65 characters
Line 3: Your message/content goes here, Maximum 65 characters
Line 4: Your message/URL goes here, Maximum 65 characters

Specifications

Multi-Format Ads

Single static image combines with 4 lines of live text.
First and last line can link to URLs at your request

Sidebar Ad

Image: 200 x 150 pixels; 72 dpi; 40k GIF/JPG (static)
Live Text: 4 lines, 20 characters per line

Banner Ad

Image: 120 x 80 pixels; 72 dpi; 40k GIF/JPG (static)
Live Text: 4 lines, 65 characters per line

Email Campaigns

Since 2012 the AEC has been gathering names of specifiers, engineers, purchasing professionals, and architects interested in aluminum extrusions. This database has grown to nearly 7,000 names and continues to grow at a rate of 200-300 additional names each month! Now, your company has a members-only opportunity to promote and advertise your company to this growing list. Well crafted emails can be used to keep your company's brand in front of the people that will designing new products in the coming years. They are inexpensive to produce and deliver, and will bring you leads right away! You craft the email, tell us who you want us to reach, and the AEC will take care of the rest. The Council reserves the right to edit the content for grammar and syntax.

Number of 'sends' per message (*you decide the frequency and timing*)

- One | \$300**
- Two | \$550**
- Three | \$775**
- Four | \$1000**

Hot Links

Aec.org accepts new materials from all of its members. When your firm offers pictures, reports, data, or any other form of content, then AEC credits your company with supplying that information. Now, you can turn that 'tag' into a hot link! When a visitor clicks on your link, they will be sent to your website. For a nominal fee, turn the credit you get into a lead opportunity. The more materials you supply, the more links you can get. One fee covers all your offerings!

- Quarterly | \$150**
- Semi-Annually | \$250**
- Yearly | \$400**



EVENTS

2015 AEC Conference Sponsorship Schedule

Each year the AEC hosts two conferences. These venues offer Supplier and Producer Members a unique opportunity to network with Extrusion Members and show off their latest offerings. The list below outlines a plethora of offerings for you and your company to show your support to the industry and tell your story! Call for details.



Spring Conference Sponsorships

Registration Welcome Event	SOLD
Welcome Reception	SOLD
Opening Breakfast	SOLD
Friday General Session	SOLD
Golf Accessories	SOLD
Golf Lunch	SOLD
Golf Prizes	SOLD
Golf Refreshment Cart	SOLD
Golf Balls	SOLD
Saturday General Session	SOLD
Chairman's Reception	SOLD
Chairman's Ball	SOLD
Registration: Tote Bag	SOLD
Registration: Badge Lanyards	SOLD
Table Top Displays*	\$500



*Available only at the Fall Conference

Webinars

In 2015 there will be two categories of webinar offerings— internal (i.e. webinars focused on information for AEC members) or external (i.e. Industry Promotion webinars).

If you want to provide a technical proposition for the industry but would also like to tout your product, consider a Supplier 'Infomercial' webinar. AEC Supplier and Producer members have the opportunity to offer educational/technical content to AEC members while also providing company-specific information (i.e. commercial content)*.

AEC is offering two options for external (Industry Promotion) webinars. Throughout the year, the AEC Industry Promotion Teams produce webinars aimed at a specific extrusion application market or a general design market. As in the past, sponsorships are available for one or more of these IP Webinars. Should you wish to produce your own company-specific webinar for potential customers but don't know how to get started, AEC can help! These will be available as an AEC platform, or an AEC-sponsored platform with a Media partner. Call us for details!

*These Supplier Infomercial webinars will not replace the AEC Tech webinars, which will continue to be provided as a free member benefit.

- Solo Media sponsored event** (subject to change based on media partner) | **\$5000**
- Shared event** (depends on number of co-sponsors, up to 3 in any event) | **\$1500 - \$2500**
- Solo AEC sponsored event** | **\$1500**
- Shared event** (depends on number of co-sponsors, up to 3 in any event) | **\$500-\$1000**

AEC 2015 MEDIA GUIDE INSERTION ORDER

2015 BUYERS' GUIDE

PRINT ADS

SPACE	Full-Color	Black & White
Double-Page Spread	<input type="checkbox"/> \$4,619	N/A
Outside Back Cover	<input type="checkbox"/> \$3,856	N/A
Inside Front Cover	<input type="checkbox"/> \$3,659	N/A
Inside Back Cover	<input type="checkbox"/> \$3,459	N/A
Full Page	<input type="checkbox"/> \$2,959	N/A
2/3 Page	<input type="checkbox"/> \$2,539	<input type="checkbox"/> \$1,899
1/2-Page Island	<input type="checkbox"/> \$2,199	<input type="checkbox"/> \$1,659
1/2 Page	<input type="checkbox"/> \$1,859	<input type="checkbox"/> \$1,399
1/3 Page	<input type="checkbox"/> \$1,419	<input type="checkbox"/> \$1,059
1/4 Page	<input type="checkbox"/> \$1,099	<input type="checkbox"/> \$819
1/6 Page	<input type="checkbox"/> \$859	<input type="checkbox"/> \$639
1/8 Page	<input type="checkbox"/> \$679	<input type="checkbox"/> \$499

LISTING ENHANCEMENT

	RATE	ADDL LISTING
<input type="checkbox"/> Full-Color Logo & 50-Word Profile	\$400	\$90
<input type="checkbox"/> Full-Color Logo & 25-Word Profile	\$350	\$90
<input type="checkbox"/> Full-Color Logo	\$250	\$50
<input type="checkbox"/> 50-Word Profile	\$200	\$50
<input type="checkbox"/> 25-Word Profile	\$150	\$50

DIGITAL EDITION

<input type="checkbox"/> Digital Sponsorship	\$1,199.50
<input type="checkbox"/> Digital Sponsor Max	\$1,399.50
<input type="checkbox"/> Digital Skyscraper	SOLD
<input type="checkbox"/> Digital Toolbar	\$499.50

TOTAL: \$ _____ USD

DIGITAL ADS

TECHNICAL PAGES

<input type="checkbox"/> Quarterly	\$1,500
<input type="checkbox"/> Semi-Annually	\$2,750
<input type="checkbox"/> Yearly	\$4,500

BANNER ADS

<input type="checkbox"/> Quarterly	\$800
<input type="checkbox"/> Semi-Annually	\$1,400
<input type="checkbox"/> Yearly	\$2,500

EMAIL CAMPAIGNS

<input type="checkbox"/> One	\$300
<input type="checkbox"/> Two	\$550
<input type="checkbox"/> Three	\$775
<input type="checkbox"/> Four	\$1,000

HOT LINKS

<input type="checkbox"/> Quarterly	\$150
<input type="checkbox"/> Semi-Annually	\$250
<input type="checkbox"/> Yearly	\$400

AEC e-NEWSLETTER

<input type="checkbox"/> Leaderboard Ad	\$500
<input type="checkbox"/> Banner Ad	\$300
<input type="checkbox"/> Sidebar Ad	\$250

2015 SPRING CONFERENCE SPONSORSHIPS

<input type="checkbox"/> Registration Welcome Event	SOLD
<input type="checkbox"/> Welcome Reception	SOLD
<input type="checkbox"/> Opening Breakfast	SOLD
<input type="checkbox"/> Wednesday General Session	SOLD
<input type="checkbox"/> Golf Accessories	SOLD
<input type="checkbox"/> Lunch	SOLD
<input type="checkbox"/> Golf Prizes	SOLD
<input type="checkbox"/> Refreshment Cart	SOLD
<input type="checkbox"/> Golf Balls	SOLD
<input type="checkbox"/> Thursday General Session	SOLD
<input type="checkbox"/> Chairman's Reception	SOLD
<input type="checkbox"/> Chairman's Ball	SOLD
<input type="checkbox"/> Registration: Tote Bag	SOLD
<input type="checkbox"/> Registration: Badge Lanyards	SOLD
<input type="checkbox"/> Table Top Displays*	\$500

*Available only at the Fall Conference

WEBINARS

<input type="checkbox"/> Solo Media sponsored event	\$5,000
<input type="checkbox"/> Media sponsored Shared event	\$1,500-\$2,500
<input type="checkbox"/> Solo AEC sponsored event	\$1,500
<input type="checkbox"/> AEC sponsored Shared event	\$500-\$1,00

Return this form to:

Aluminum Extruders Council
1000 N. Rand Rd., Suite 214
Wauconda, IL 60084
Phone: 847/526-2010
Fax: 847/526-3993
mail@aec.org

Ad positions

Ad position is at the sole discretion of AEC except when a specific position is purchased. Position requests are honored on a first-come first-served basis. Previous advertisers have right of first refusal.

Buyers' Guide

Ad closing date: **February 20, 2015**
Ad materials due: **March 20, 2015**

essentiALS eNewsletter

Ad closing: Orders are due four weeks prior to the first day of the month of the issue's date (e.g. December 1 for the January issue).

Ad materials due: Final approved artwork is due one week later (i.e. December 8 for the January issue).

Electronic artwork

Document size of ad should be the same as the desired final size.

File Submission

Files can be submitted on CD-ROM, DVD or sent electronically. Compressed files may also be emailed to mail@aec.org. Digital files for the Buyers' Guide—black and white or color—must be accompanied by a proof (hardcopy or PDF).

Questions about ad submission?

Contact Jeff Henderson at jhenderson@tso.net or Nancy Molenda at nmolenda@tso.net.

AEC Member Data

Authorized Signature _____

Name _____

Company _____

Address _____

City/State _____ Zip/Postal Code _____ Country _____

Phone _____ Fax _____

Email Address _____

Payment Options:

- Check (Payable to AEC, 1000 N. Rand Road, Suite 214, Wauconda, IL 60084)
 Invoice Me
 Credit card: AMEX VISA MASTERCARD

Cardholder Name: _____

Billing Address (if different from above): _____

Signature: _____ Date: _____

Please fax completed form to the following secure fax line: **(847) 526-3993** NOTE: To meet PCI Compliance, all credit card information should be sent by fax or mail to our payment center. Any credit cards sent via email will not be processed and automatically deleted. For your protection the below section will be destroyed after processing

C.C. Number: _____ Exp. Date: _____ V-Code: _____



ALUMINUM EXTRUDERS COUNCIL

1000 N. Rand Road, Suite 214
Wauconda, IL 60084

Phone: (847) 526-2010

Fax: (847) 526-3993

mail@aec.org

www.aec.org