

# ESA Advertising Packages 2021

[CLICK TO SUBMIT YOUR AD](#)



ESA is pleased to announce **ALL NEW** advertising opportunities to help increase your company's exposure. Multiple options are available for any budget and frequency.

## Service Connections

This monthly e-newsletter is distributed to all ESA member companies and contacts, totaling over 200 business leaders. Your ad is linked directly to your company website.

### Premium Placement:

Your ad is placed at the top of the newsletter (limit one ad per issue).

- \$800 (3 issues)
- \$1,500 (6 issues)
- \$2,800 (12 issues)

### High Placement:

Your ad is placed in the middle of the newsletter (limit one ad per issue).

- \$550 (3 issue)
- \$1,000 (6 issues)
- \$1,800 (12 issues)

### Footer Placement:

Your ad is placed at the bottom of the newsletter (limit one ad per issue).

- \$400 (3 issue)
- \$700 (6 issues)
- \$1,200 (12 issues)

### Acceptable Formats:

- JPEG or PNG format

### Size Specifications:

- 600 x 150 pixels

**Ad copy must be submitted by the first Thursday of each month.**

## 2021 Joint Industry Membership Directory

Take advantage of this combined industry publication distributed to all ESA members and members of sponsoring associations - reaching over 1,000 member contacts in the sealing, fluid power and equipment services industries.

### Standard Full Color Ad Options:

- Business Card Ad: \$650
- 1/4 Page Ad: \$750
- 1/3 Page Horizontal or Vertical Ad: \$1,225
- 1/2 Page Horizontal Ad: \$1,425
- Full Page Ad: \$1,750

### Premium Placement:

- Special Placement Ad: \$600

### Acceptable Formats:

- Adobe Illustrator EPS file, convert all type to outlines
- Hi-res PDF file with fonts embedded
- 300 dpi or greater

### Size Specifications:

- Full Page Ad: 8 1/4" wide by 10 3/4" high
- 1/2 Page Horizontal Ad: 6 7/8" wide x 4 5/8" high
- 1/2 Page Vertical Ad: 4 1/2" wide x 7 1/2" high
- 1/3 Page Horizontal Ad: 4 1/2" wide x 4 5/8" high
- 1/3 Page Vertical Ad: 2 3/4" wide x 9 3/4" high
- 1/4 Page Ad: 3 3/8" wide x 4 5/8" high
- Business Card Ad: 3 1/2" wide x 2" high

### Full Page Bleeds:

Please supply an 8 1/2" x 11" formatted document.

- Document Trim Size: 8 1/4" x 10 3/4"
- Safety: 3/4" from both sides, 3/8" from top and bottom

**Ad copy must be submitted by July 28, 2021.**

# ESA Advertising Packages 2021

[CLICK TO SUBMIT YOUR AD](#)

## ESA Social Media

Increase your exposure in the industry and beyond! Your 15-30 second commercial or advertisement will be posted on ESA's social media channels during the month of your choosing (two posts available per month).

- \$200 per post

### Acceptable Formats:

- MP4 video format, no more than 30 seconds in length
- Maximum of 200 characters for text ads

**Ad copy must be submitted the last Monday of the previous month, prior to ad placement.**

## ESA Website Scrolling Logo

Visible on every page of the website. Your logo is linked directly to your company website.

- \$600 (3 months)
- \$1,000 (6 months)
- \$1,800 (12 months)

### Acceptable Formats:

- High resolution JPEG or PNG format

### Size Specifications:

- 500 x 500 px

