



LEADERSHIP FOR THE BOILER INDUSTRY

# ORDER FORM

## 2019/20 Advertising Program

Company \_\_\_\_\_

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

Phone (required) \_\_\_\_\_

**Email form to [advertising@abma.com](mailto:advertising@abma.com).**  
**Contact Shaunica Jayson: 703-356-7172**  
**Submit form for savings by 8/1/19.**

### PACKAGE OPPORTUNITIES

Details on individual items listed to the right. Packages can be customized by contacting Shaunica Jayson.

#### **Buyers Guide/Passport Package BUNDLE & SAVE \$400!\***

*Includes:*

- Random Buyers Guide Print Ad
- Online Buyers Guide Category Page Rectangle Ad for 6 months
- Random Ad in both Passport Books

**Regular Price: \$3,000**

**Discount Price: \$2,600**

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

*Includes:*

- Random Buyers Guide Print Ad
- Online Buyers Guide Category Page Rectangle Ad for 6 months
- Random Ad in both Passport Books
- *Boiler Weekly* Sponsored Article for 4 weeks
- Newsfeed Rectangle Ad for 6 months
- 1 Sponsored Podcast Episode
- 4 Sponsored Social Media Posts

**Regular Price: \$4,600**

**Discount Price: \$3,900**

#### **Digital Blitz Package**

*Includes:*

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

**2-Week Price: \$750, 4-Week Price: \$1,150**

*\*All special offers expire on 8/1/19.*

2020 Print Buyers Guide	Regular Price	SAVE 10% by 8/1/19*
<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>

Online Buyers Guide – Expand Your Reach with Digital (6-months)**	Regular Price	SAVE 10% by 8/1/19*
<input type="checkbox"/> Home Page Header & Footer Banners (728x90px)	\$2,000	<b>\$1,800</b>
<input type="checkbox"/> Home Page Rectangle (600x500px)	\$1,500	<b>\$1,350</b>
<input type="checkbox"/> Category Page Header & Footer Banners (728x90px)	\$1,000	<b>\$900</b>
<input type="checkbox"/> Category Page Rectangle (600x500px)	\$700	<b>\$630</b>

**All print and online Buyers Guide advertisers will receive priority listing in the online Buyers Guide. Ad close for all print is 9/10/19.**

2019 POWER-GEN Passport Book	Cost
<input type="checkbox"/> Center Fold (8"x6")	<b>\$900</b>
<input type="checkbox"/> Inside Back Cover (4"x6")	<b>\$600</b>
<input type="checkbox"/> Inside Front Cover (4"x6")	<b>\$600</b>
<input type="checkbox"/> Random (4"x6")	<b>\$300</b>

I am exhibiting at **POWER-GEN** Booth No. (if known) \_\_\_\_\_

2020 AHR Expo Passport Book	Cost
<input type="checkbox"/> Center Fold (8"x6")	<b>\$900</b>
<input type="checkbox"/> Inside Back Cover (4"x6")	<b>\$600</b>
<input type="checkbox"/> Inside Front Cover (4"x6")	<b>\$600</b>
<input type="checkbox"/> Random (4"x6")	<b>\$300</b>

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

*All members that exhibit at the trade shows are provided with a free 1/4 Logo with "Stamp Here" Area and company website in the Passport Books. **Please use your Proud Member of ABMA Logo in your advertising.***

Boiler Weekly (Industry E-Newsletter)**	Cost
<input type="checkbox"/> Header and Footer Banner (468x60px)	<b>\$900</b>
<input type="checkbox"/> Rectangle (600x500px)	<b>\$800</b>
<input type="checkbox"/> Sponsored Article – 2 weeks	<b>\$400</b>
<input type="checkbox"/> Sponsored Article – 4 weeks	<b>\$600</b>

Online Newsfeed**	Cost
<input type="checkbox"/> Header and Footer Banner (728x90px)	<b>\$600</b>
<input type="checkbox"/> Rectangle (600x500px)	<b>\$500</b>

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

*\*\*Online Buyers Guide, Boiler Weekly, and Online Newsfeed ad rates for 6-month placement. 1-year rates with additional discount available. 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.*