

800-654-5773



2021 Sponsorship Packages

Midwest Manufacturers' Association (MMA) is the central office serving:



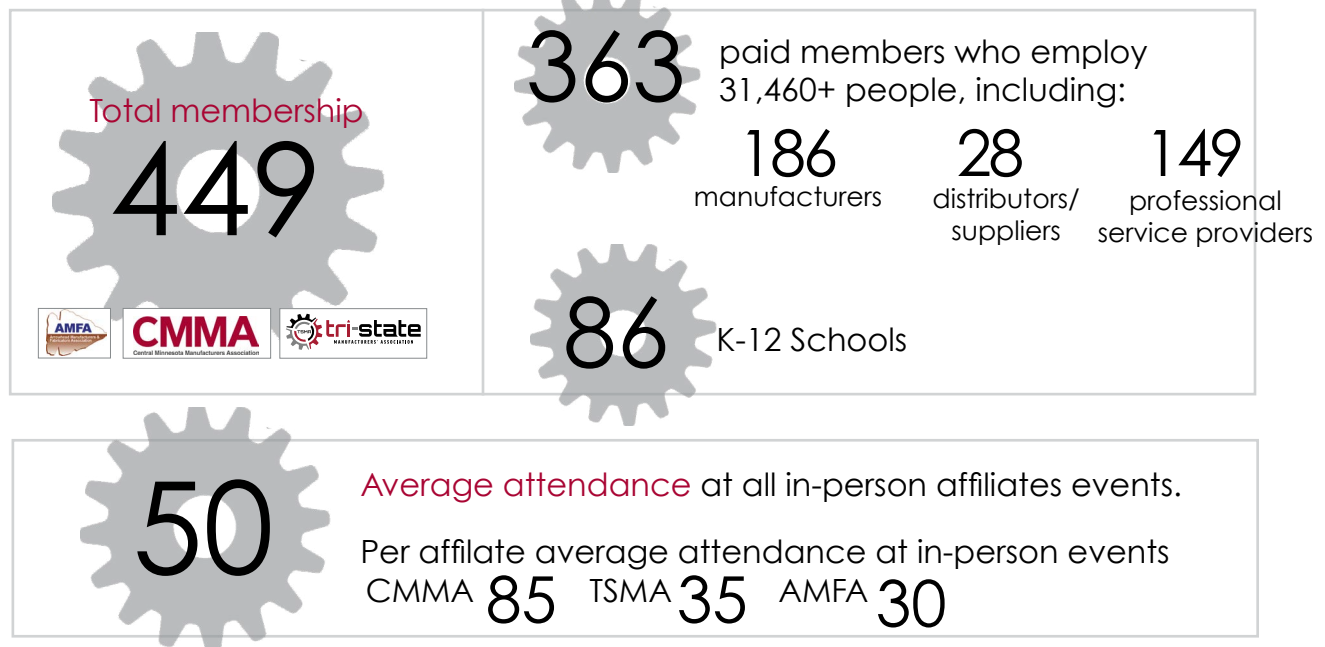
Tough times don't last. Tough people do.

- Robert H. Schuller

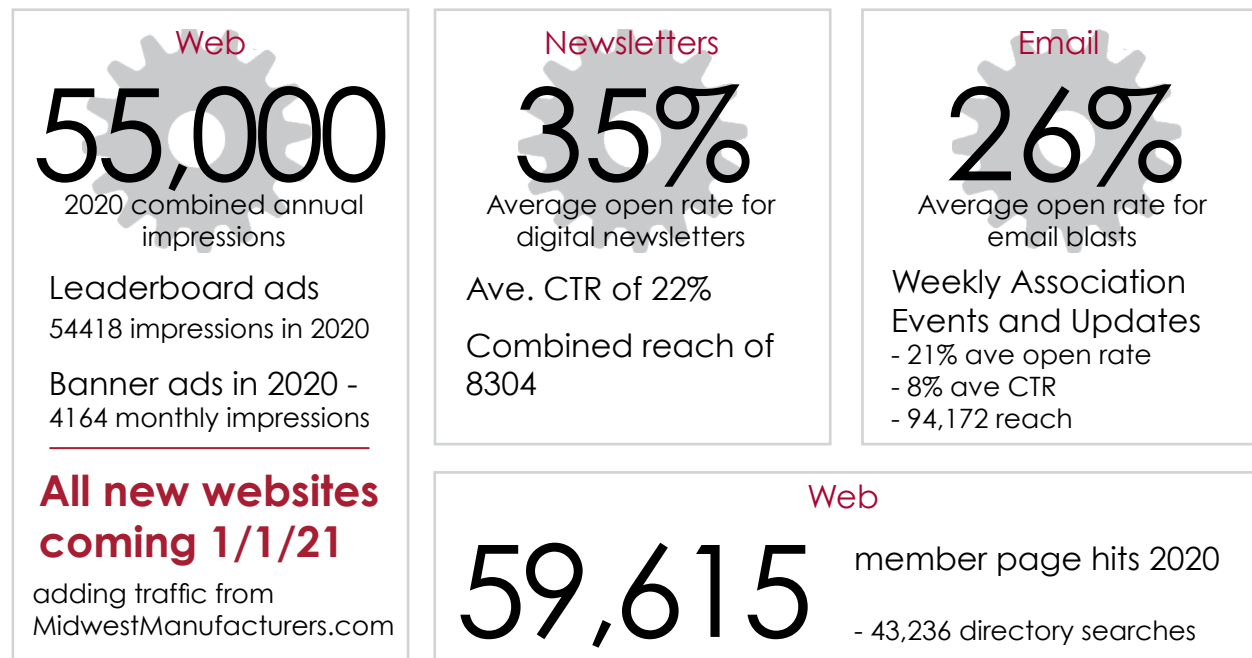
Expand your reach

Getting your business noticed is one of our top priorities. Through our annual sponsorship packages, website ads, newsletter ads, printed directory, and social media your business can expand its reach to grow your customer base and your influence.

Target audience



ROI overview



Sponsorship opportunities

Our sponsorship packages provide greater value for your marketing dollars because we bundle a host of benefits that get your business recognized as a valued partner of our three manufacturing associations; AMFA, CMMA, and TSMA. Market your company to one, two or all three associations; you decide!

We have two levels of sponsorship packages:



1. **MMA Packages** - reach all 449 members of all three manufacturing associations: AMFA, CMMA and TSMA.

2. **Association Packages** - reach the entire membership of ONE association.

Free benefits for all members

Through our partnership with GrowthZone, the leading provider of online solutions for member-based associations, MMA provides you with exclusive access to specialized tools to promote your organization via the Member Information Center (MIC) accessed through our websites.

- Membership listing - update your listing to ensure everyone has access to complete, up-to-date information. Here's how.
- Online directory includes your information and is searchable via categories that you select.
- Free listing in annual print directory.
- **Important:** Completing your profile is critical to gaining increased visibility and exposure!
- Job postings - submit your job openings
- Advertise events - add your events to our online event calendar displayed with quick links; use these links to share in your social media, test to mobile devices, add to calendar, or email to others.

2021 Sponsorship Packages Midwest Manufacturers' Association: AMFA, CMMA, and TSMA	MMA Packages: Promote to ALL affiliates			Association Packages: Choose ONE affiliate	
	Platinum	Silver	Diamond	Ultimate	Advanced
Website - all new websites 1/1/21					
Leaderboard ad (\$1200 value)	✓				
Banner ad on all "Module pages" (\$1000 value)*	✓	✓		✓	✓
Home page slider ad (\$200 value each)			✓	✓	✓
Enhanced member listing (\$190 value)	✓	✓	✓	✓	✓
Newsletters - 14 issues					
Newsletter ads - Primary ad position (\$525 value each)				✓	
Newsletter ads - tertiary position (\$135 value each)	✓		✓		
Email					
Logo in weekly events E-blast to all 3 memberships (\$2300 value)	✓	✓			
1 dedicated E-blast to memberships (\$150 value each) Available in packages only.	✓	✓	✓	✓	✓
Webinar					
Webinar sponsorship (\$150 value)	✓		✓	✓	
Social Media					
Dedicated post on Facebook and LinkedIn (\$50 value each)	✓	✓	✓	✓	✓
Total value	\$5845	\$4090	\$1945	\$2265	\$1590
DISCOUNTED package price/month**	\$341	\$239	\$113	\$151	\$106

Purchase package by 2/28/21 and receive a FREE add-on*, such as middle newsletter ad, webinar sponsorship or home page slider ad. *Depends on purchase.

Package add-ons

Newsletter: middle ad \$295 Choose: AMFA, CMMA, TSMA

Member spotlight - feature article in newsletter \$100 Choose: AMFA, CMMA, TSMA

Ad in printed membership directory..... \$425 Full page color

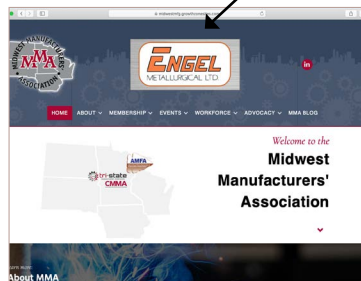
Ad in printed membership directory..... \$375 Full page b/w

Buy now!

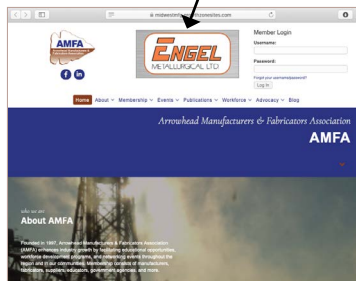
All package prices reflect a 12-month agreement. Payment terms available: annual, quarterly, monthly.

*Banner ads will display on all 3 sites, regardless of package option. **Prices listed are for members of AMFA, CMMA or TSMA. Non members add 25%.

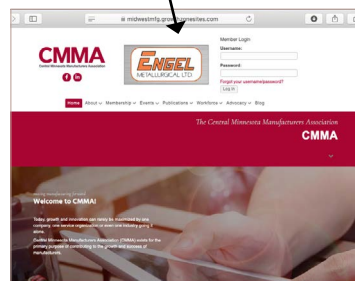
Website leaderboard ad



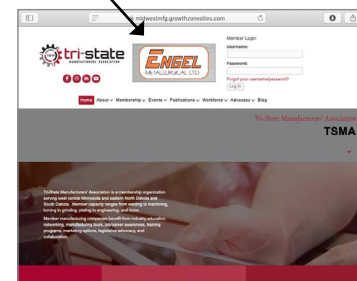
MidwestManufacturers.com



AMFA-MN-WI.org



CMMAWorks.org



TSMA.org

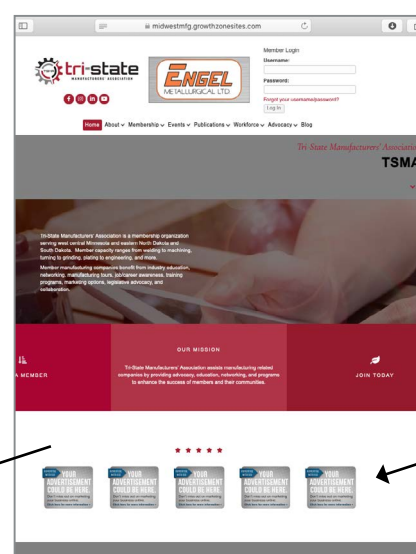
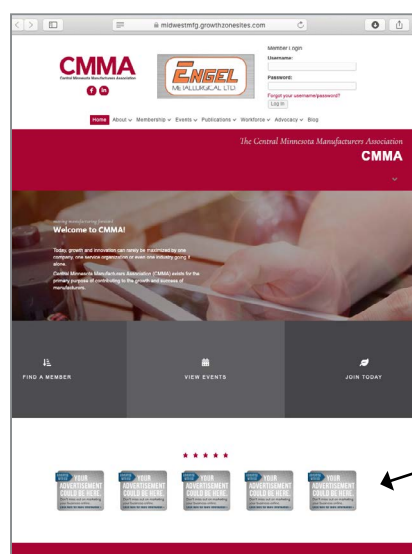
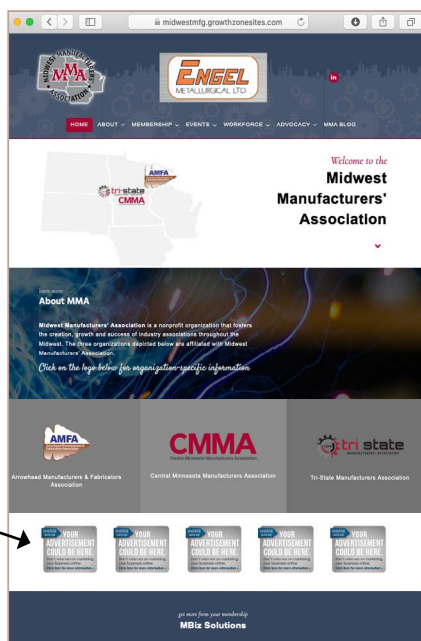
Rotating ad is visible on all web pages of all four sites: MidwestManufacturers.com, TSMA.org, AMFA-MN-WI.org, and CMMAWorks.org.

2020 annual impressions on 3 sites: 241,896
2020 annual reach on 3 sites: 17,631
Maximum of 5 leaderboard ads.
Size: 130 pixels wide x 60 pixels high, DPI 300

Buy now!

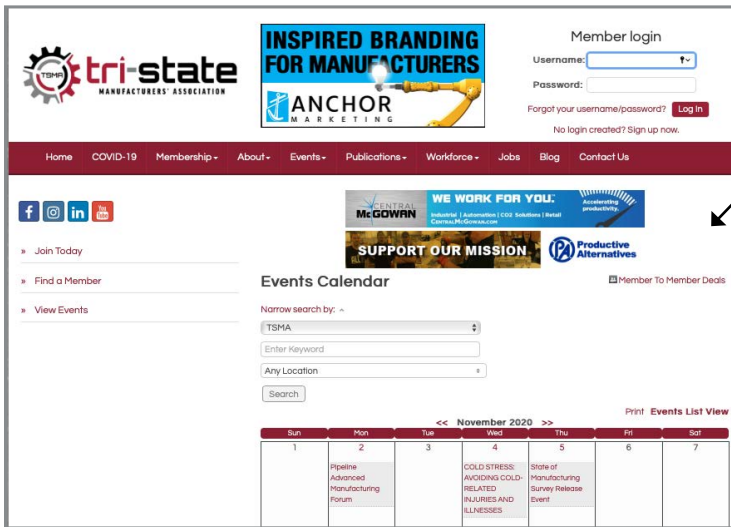
Home page slider ad

20 per site. Ad appears on home page only of MMA, AMFA, CMMA, and/or TSMA website.
Size: 180 pixels wide x 150 pixels high, DPI 300



2020 annual home page reach on 3 sites:
AMFA 2431, CMMA 4155, TSMA 3681

Banner ad examples

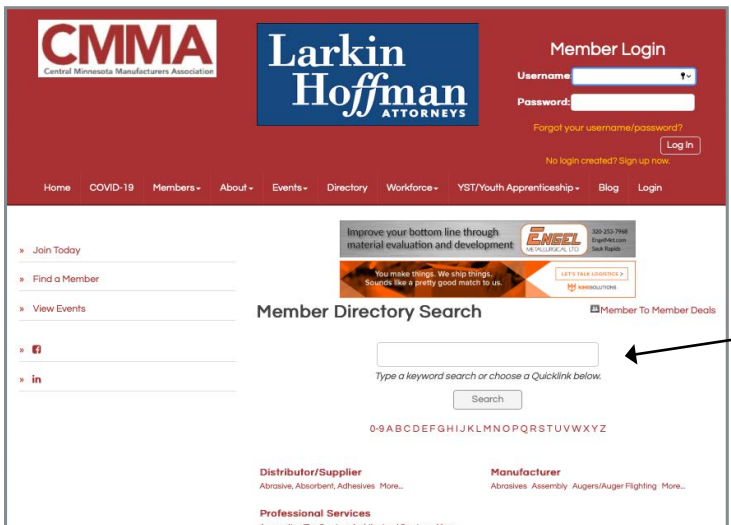


Rotating banner ad. Rotating ad appears on module pages of each affiliate website.
Size: 480 pixels wide x 60 pixels high, DPI 300

Module pages include:

- Member Directory
- Events
- Board of Directors
- Member Application
- Job Postings
- Member Login
- Member Application
- Blog.

Annual combined impressions 26571



Online directory

Annual completed searches 43,236
Member page hits 59,615

Buy now!



Produced 5x/year
Reach $566 \times 5 = 2830$

Produced 5x/year
Reach $691 \times 5 = 3455$

Size: 540 pixels wide x 80 pixels high, DPI 300
(Inches: 7.5" w x 1.11" h)



Produced 4x/year
Reach $951 \times 4 = 3804$



Size: 540 pixels wide x 80 pixels high
(Inches: 7.5" w x 1.11" h), DPI 300



Size: 260 pixels wide x 130 pixels high
(Inches: 3.6" w x 1.8" h), DPI 300

OR

540 pixels wide x 80 pixels high
(Inches: 7.5" w x 1.11" h), DPI 300

Buy now!

Weekly Association Events & Updates e-Blast

Reach is 2084 weekly - 108,368 annually
Ave. open rate - 20%
Ave. CTR - 8%



MMA Platinum package
Sponsor logos here

Buy now!

Printed directory



The MMA Membership Directory includes information on approximately 450 members.

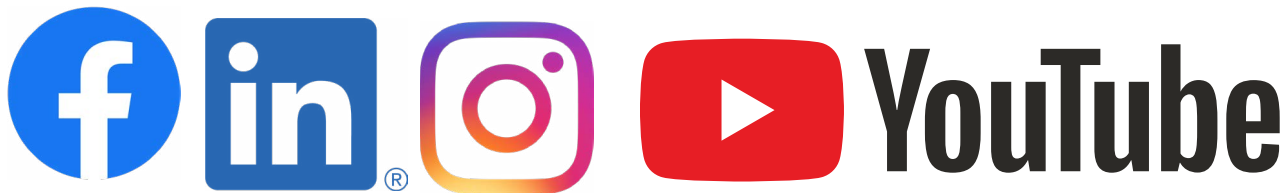
All members of AMFA, CMMA, and TSMA are listed in the directory for FREE.

À la carte pricing:

Location	Full pg 4.5" w x 7.25" h	Half pg 4.5" w x 3.5" h	Qtr pg 2.125" w x 3.25" h
Cover, back, in color	\$520	NA	NA
Cover, inside, in color	\$475	\$275	NA
Tab in color	\$425	\$225	NA
Colored ads	\$375	\$200	NA
Black & white ads	\$260	\$160	\$100

[Buy now!](#)

Social media



Combined Reach 54,465
(Combined reach 12 months)

[Buy now!](#)

Enhanced listing

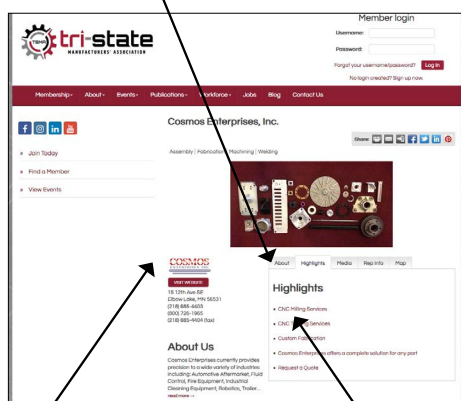
Enhanced member page listing will help your prospects find you! Options include

expanded description, company logo, additional photos, video links, additional website links, 5 linking bullet points, map link, and additional key words (SEO).

59,615 member page hits 2020
- 43,236 directory searches

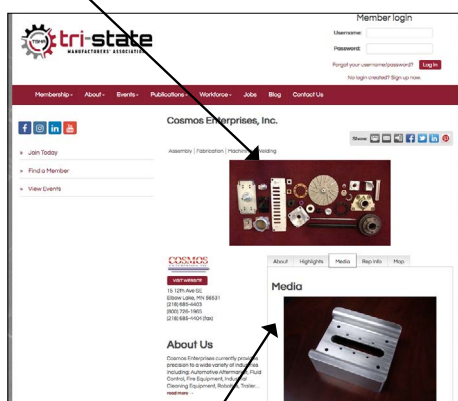
Expanded description

Additional photos

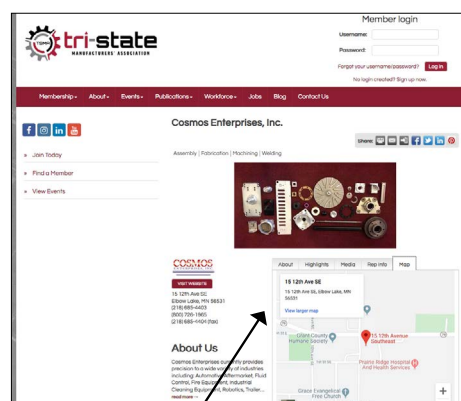


Company logo

5 linking bullet points



video links



map link

Sign me up!!!

Buy now!

As the home office to AMFA, CMMA, and TSMA our job is to help your business succeed. We are proud to offer the sponsorship opportunities we've listed and are ready to help you reach your prospects, customers and fellow members.

Payment options

- **Save 10%** off listed price if you pay it all upfront by a single invoice.
- Automated yearly, quarterly, or monthly billing.
- All major credit cards accepted.

Ad creation/submission

Ad copy should be submitted shortly after purchase. Two options:

- You create your ad(s) according to size listed and submit the ad(s) in .jpg or .png format, set at 300 dpi.
Email ads to: Sandy@MidwestManufacturers.com
- MMA staff creates your ad(s) and submits them to you for approval. All ads for the term of your ad commitment will be created and approved at the onset.

Reporting

Reports can be generated upon request as follows:

- Monthly audience overview
- Ad clicks
- Page views of specific pages.

Click here to purchase your sponsorship package now!

Contact us today!

Sandy@MidwestManufacturers.com

800.654.5773

