



2023 Sponsorship Package Details

Website ads

Ads are scheduled to begin on 1/1/23. Submit ads in finished format or content items and it will be created by MMA staff. Please include a hyperlink with your ad copy and send to: Becky@MidwestManufacturers.com

Website	Leaderboard ad	330 pixels w x 152 pixels h, 300 dpi - .jpg or .png
Website	Home page slider ad	180 pixels w x 150 pixels h, 300 dpi - .jpg or .png
Website	Banner ad	480 pixels w x 60 pixels h, 300 dpi - .jpg or .png

Enhanced website listing

This begins as soon as a sponsorship package starts and gives you the freedom to update your business with more options and can be done by accessing the Member Information Center (or MIC) on the website. You may choose to have your member name hyperlinked to your member information page. All Display Attributes are available - the web description/text content area includes the following fields: description, results summary, hours of operation, driving directions, additional bulleted description, and unlimited characters for keywords. All web photos and images selections are available which include a search results icon, logo image, a photo gallery, video, and a map image selection.

Website	Enhanced listing	Log on to: https://amfa.midwestmanufacturers.com/login
Website	Enhanced listing	Log on to: https://cmma.midwestmanufacturers.com/login
Website	Enhanced listing	Log on to: https://tsma.midwestmanufacturers.com/login

Newsletter ads

Please send ad content to Becky@MidwestManufacturers.com

Newsletter	Premium ad	540 pixels w x 80 pixels h, 300 dpi - .jpg or .png
Newsletter	Tertiary ad	540 pixels w x 80 pixels h, 300 dpi - .jpg or .png

Featured member article in newsletter

Please choose your preferred issue listed below and provide the article and graphics to Becky@MidwestManufacturers.com. Confirm the issue you want right away because the space fills up fast.

AMFA, CMMA, RRMEA and TSMA Quarterly newsletters - Featured member article	Provide <ul style="list-style-type: none"> • 4 – 12 paragraph article (1200 word max) • company logo • 2 or 3 photos w/captions 	<ul style="list-style-type: none"> • Winter – deadline December 1 • Spring – deadline March 1 • Summer – deadline June 1 • Fall – September 1
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Email blasts

e-Blasts are sent from Constant Contact to our database of members.

e-Blasts	<ul style="list-style-type: none"> • Provide content in any of the following formats: Word doc, .jpg, .png • If you provide your content in a Word doc, please include graphics to go with it: <ul style="list-style-type: none"> ○ Logos, stock photos, product photos, facility photos, etc., in .jpg or .png format (no PDFs please) ○ Please include caption information if you are including photos with people • Include a call to action and where you want readers to go or do (like website, call, etc.) • Keep the word count to less than 500 words • Bulleted lists and subheads help readership • Please note that we will be including an MMA or association header and footer • Email the content and preferred sending date(s) to Becky@MidWestManufacturers.com
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Weekly blast header ad

Ad appears at the top of the weekly Events and Updates e-Blast for one quarter

Weekly blast header ad	<ul style="list-style-type: none"> • 540 pixels w x 80 pixels h, 300 dpi - .jpg or .png • Email to Becky@MidWestManufacturers.com
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Printed member directory

The directory is updated in the second quarter of each year. All ads are in full color. Please send your ad copy to Becky@MidWestManufacturers.com

Printed directory	Full page ad	4.5" w x 7" h, 4c, 300 dpi, .jpg or .pdf
Printed directory	Cover ad	4.5" w x 7" h, 4c, 300 dpi, .jpg or .pdf
Printed directory	Divider tab ad	4.5" w x 7" h, 4c, 300 dpi, .jpg or .pdf
Printed directory	Half page ad	4.5" w x 3.5" h, 4c, 300 dpi, .jpg or .pdf

Social media posts

Contents will be posted on Facebook, LinkedIn, and Instagram (CMMA and TSMA only)

Social media posts	<ul style="list-style-type: none">• Provide content that we put together or provided in any of the following formats: Word doc, .jpg, .png• If you provide your content in a Word doc, please include graphics to go with it:<ul style="list-style-type: none">○ Logos, stock photos, product photos, facility photos, etc., in .jpg or .png format (no PDFs please)○ Please include caption information if you are including photos with people• Include a call to action and where you want readers to go or do (like website, call, etc.)• Keep the word count to less than 150• Bulleted lists and subheads help readership• If you choose to send the complete posting as a graphic, please submit it 480 pixels wide x 480 pixels high in a .jpg or .png format• Email the content and preferred posting date(s) to Becky@MidWestManufacturers.com
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In-person meeting sponsorship

Present to follow members at the meeting

In-person meeting sponsor	<ul style="list-style-type: none">• Send high-quality logo in .jpg or .png format to Alisa@MidwestManufacturers.com• Present up to 5-minute live presentation at the meeting• Option to place literature, swag, etc., at each place setting
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MidwestManufacturers.com • 800-654-5773

PO Box 150 • Elbow Lake, MN 56531

AMFA-MN-WI.org | CMMAworks.org | RRMEA.org | TSMA.org

Enhanced Listing Directions

Congratulations on the purchase of a sponsorship package, which includes an Enhanced Listing!

We encourage you to take advantage of the ability to upgrade your business's listing on our online business directory to catch the visitor's eyes in the search results and increase click-throughs to your information page.

To help you set up your enhanced listing we have:

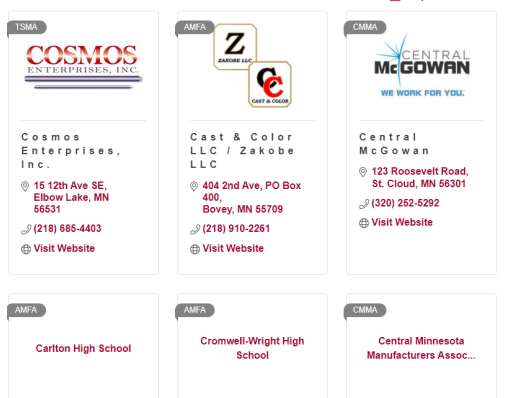
- A step-by-step video. This video starts with how to set up your membership profile. Enhanced listing information starts at 4:15: <https://www.screencast.com/t/8HHFR9un8>
- Printed directions below.

Printed directions

You will need to set up an account on our website if you have not already done so. You will also need to look through and fill in all the information in your company profile if you haven't done so already.

To take advantage of enhanced listing capabilities:

1. **Log in** to your membership account. You will be inside the Member Information Center (or MIC).
2. Click on the **Company** tab on the left menu bar. There are 4 tabs on the menu that are for Enhanced Listing items.
3. Click on **Logos** - it includes the member page header, member logo and search results Icon.
 - a. The Member Page Header - A logo and photo can be uploaded as an extra graphic that will appear on the top of your membership page. This header is an optional feature that can give your membership page a look that coordinates with your business website.
 - b. Member Logo - All members should upload their company logo to be displayed on your membership page, other key locations in the member center and on the public website.
 - c. Search Results Icon - This is typically the same logo (but in a smaller size) as the photo uploaded in the Member Logo section. This logo/image will appear when other members or public visitors search for your organization in the directory.



Example above: The top section is an example of how Enhanced Listings look on the website when a company is searched. The bottom section is an example of how organization names will appear without utilizing the Enhanced Listing features.

4. **Photos** tab – The Enhanced Listing feature allows for the option for photos to be uploaded by an organization that will appear in their membership page gallery and can be viewed by all who search for your organization.

Example of photos:

Images



5. **Video** tab - You can upload a video to be displayed on your membership page- by uploading that video to YouTube, copying the Share link, and pasting it in the appropriate spot in this tab.
6. **Map Pin** tab - At the top of this tab, you may upload an image that will appear on the map, or the google maps image will be used.
 - A pin will always be displayed for your organization unless you uncheck the “show your organization directory” box.
 - If your pin is not in the right location, you may drag it to the appropriate location in this tab. You may also manually set your GPS coordinates if you know them.

As you can see, using the Enhance Listing option enhances the visual quality of your membership page, and allows for those that visit your page to view photos, videos and other content, not available to those without this sponsorship option.

If you have further questions - Please contact Alisa@midwestmanufacturers.com for assistance.

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