



# 2024 Sponsorship Packages

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



**AMFA**  
Arrowhead Manufacturers  
& Fabricators Association

**CMMA**

Central Minnesota Manufacturers Association



**RRMEA**  
Red River Manufacturers & Engineers Association



**tri-state**  
MANUFACTURERS' ASSOCIATION



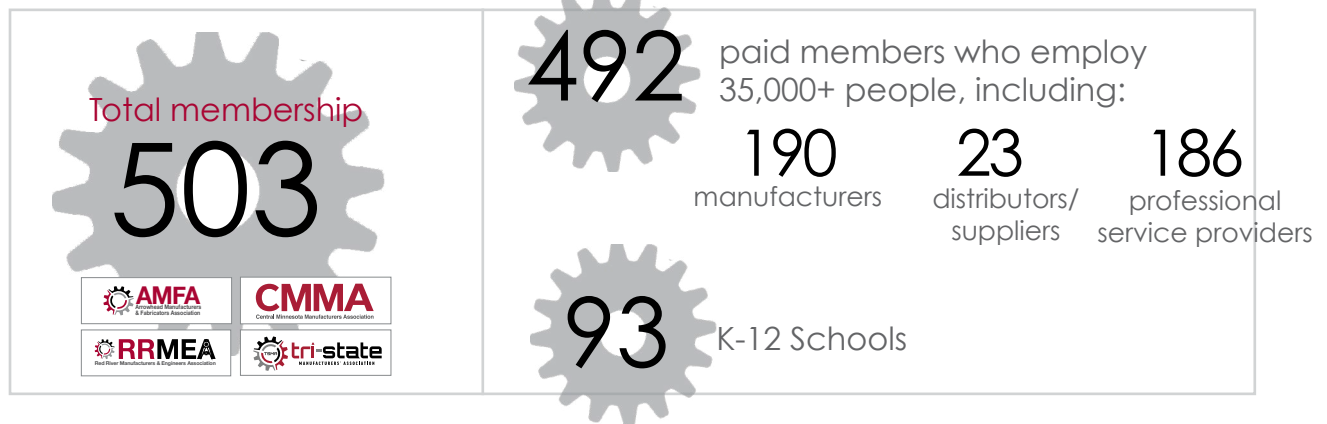
Expanded opportunities in 2024  
for both print and digital.

**MidwestManufacturers.com**

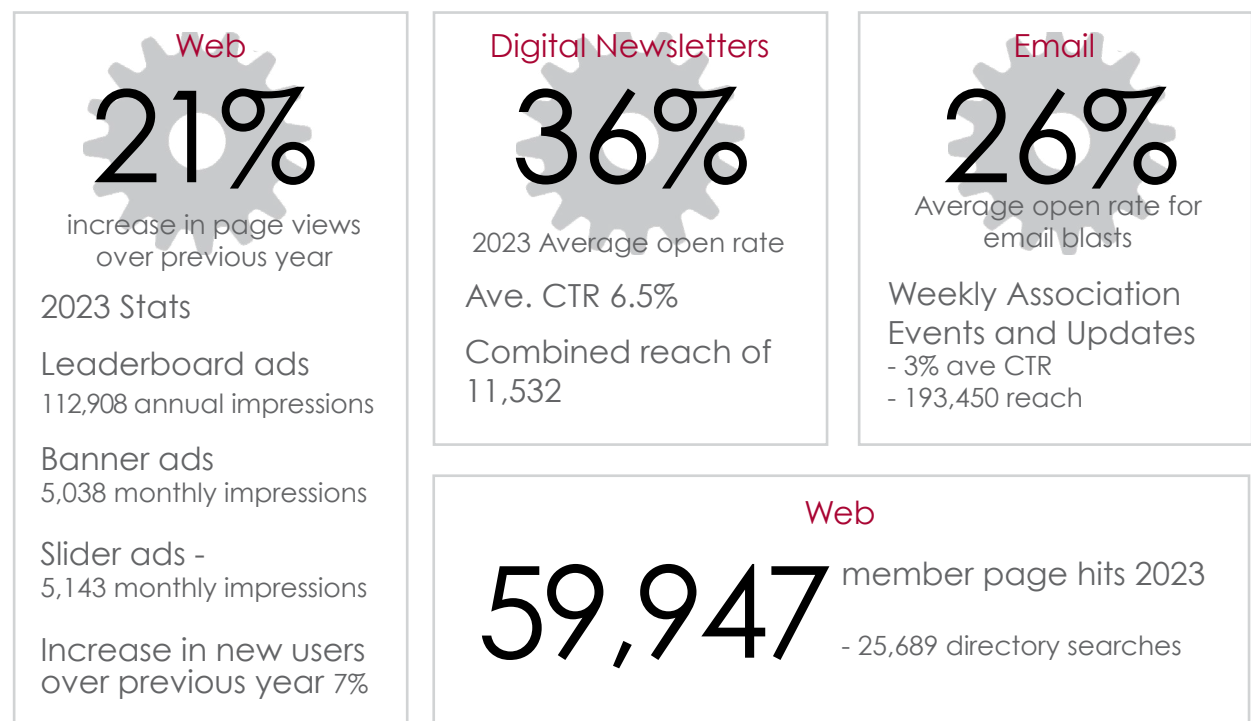
# Expand your reach

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 great value for your marketing dollar because we bundle a host of benefits that get your business recognized as a valued partner of our four manufacturing associations; AMFA, CMMMA, RRMEA, and TSMA. Market your company to one, two, three or all four associations; or manufacturers across the Midwest — you decide!

We have types of sponsorship packages:



**Digital Packages** - reach all 490 members of four manufacturing associations: AMFA, CMMMA and TSMA. Additional members will be joining the new association RRMEA throughout 2023.



**Print 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.
- Online directory includes your information and is searchable via categories that you select.
- Free listing in annual print directory in January issue of *Midwest Manufacturing Journal*.
- **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.
- Network with other members - check out other member listings, job, etc.

# Print packages

## We know manufacturing.

Midwest Manufacturers Association (MMA) has been at the heart of manufacturing in the Midwest for over 30 years, giving us unrivalled reach and expertise in the industry. As technological advances drive transformation, the need for knowledge continues to grow and we are responding to that need with a printed magazine. This publication will help make sense of industry changes, communicate with manufacturers across the Midwest, report on their challenges and successes, provide insights, and create connections to help them thrive.



## Editorial calendar 2024

Issue	Content focus	Ad close deadline	Ad copy deadline	Target mail date
<b>Winter</b> Jan, Feb, Mar	Inaugural Edition and Membership Directory	11/29/23	12/10/23	1/24/24
<b>Spring</b> April, May, June	Leadership and Workforce Dev	2/19/24	3/10/24	4/24/24
<b>Summer</b> July, Aug, Sept	Technology and Automation	5/29/24	6/10/24	7/24/24
<b>Fall</b> Oct, Nov, Dec	Youth and Manufacturing Month	8/29/24	9/10/24	10/24/24

### Included in each issue

- AMFA news & updates
- CMMA news & updates
- RRMEA news & updates
- TSMA news & updates
- Workforce development
- Leadership
- Innovation
- Advocacy
- Calendar of events

- > Retention is increased from printed material.
- > Establish credibility with respected brands.
- > Increase favorability with loyal readers.

Showcase your brand in *Midwest Manufacturing Journal* to reach higher engagement with our loyal members and readers. Receive consistent exposure and benefit from pass-along readership by providing readers with an asset that lasts for an indefinite amount of time.



### Circulation: 4,800

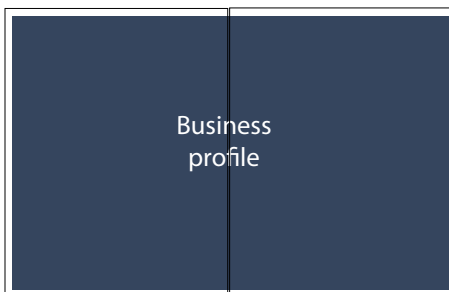
Includes members of AMFA, CMMA, RRMEA, and TSMA as well as manufacturers throughout Minnesota, western Wisconsin, eastern South Dakota and eastern North Dakota.

### Readership: 12,000+

## MMA Directory

The inaugural issue of the Midwest Manufacturing Journal will include the 2024 MMA Membership Directory with information on over 600 members. All members of AMFA, CMMMA, RRMEA, and TSMA are listed in the directory for FREE without a logo. Members can add a logo to your listing with the purchase of an **enhanced listing for only \$220**.

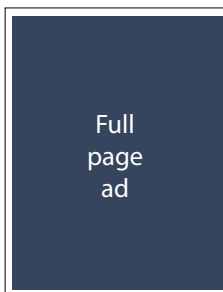
## Display ads



Live area/no bleed: 16.625" w x 10.625" h

Trim size:  
16.25" x 10.6875"

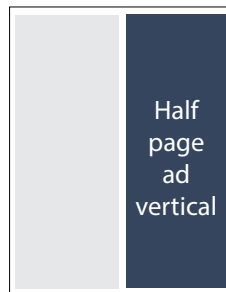
Bleed size:  
17.125" x 11.125"



Live area/no bleed: 8.125" w x 10.875" h

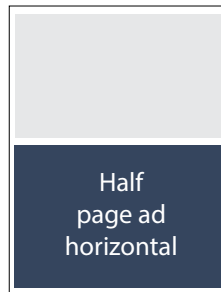
Trim size:  
8.125" x 10.6875"

Bleed size:  
8.375" x 11.125"

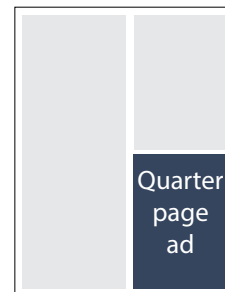


Live area/no bleed: 3.25" w x 10.875" h

File transfer via DropBox [here](#)  
File Format: CMYK, 300 dpi, PDF



Live area/no bleed:  
7" w x 4.75" h



Live area/no bleed: 3.25" w x 4.75" h

Ad	Member	Non-member
Full page	<b><u>\$1750</u></b>	<b><u>\$1965</u></b>
Full page - Premium	<b><u>\$1880</u></b>	<b><u>\$2110</u></b>
Half page vertical	<b><u>\$1325</u></b>	<b><u>\$1485</u></b>
Half page horizontal	<b><u>\$1080</u></b>	<b><u>\$1215</u></b>
Quarter page	<b><u>\$720</u></b>	<b><u>\$810</u></b>
Enhanced listing	<b><u>\$220</u></b>	NA
Business Profile (2 pg)	<b><u>\$2175</u></b>	NA

The Business Profile is a two-page spread that includes an original feature article and photos that is your asset upon completion.

**An enhanced listing** will help your prospects find you! The enhanced listing includes:

1. Midwest Manufacturing Journal — your company logo included in the annual membership directory in the first issue.
2. Website — an upgraded listing in our **online directory** including an expanded description, company logo, additional photos, video links, additional website links, 5 linking bullet points, map link, and additional key words (SEO).

**Only \$220**

**Save 10% on listed prices on the first issue of this publication thru 11/15/23!**

**\*\*\*Save 15% if you purchase both print and digital package!**






Take advantage of the lower prices for our first issue!  
Questions: Contact [Rachel@MidwestManufacturers.com](mailto:Rachel@MidwestManufacturers.com)

\*\*\* To take advantage send an email to [bookkeeping@midwestmanufacturers.com](mailto:bookkeeping@midwestmanufacturers.com)

**Purchase**

# Digital packages

Vs1

2024 Digital Packages Midwest Manufacturers' Association: AMFA, CMMA, RRMEA, and TSMA	MMA Packages: Promote to ALL affiliates			Association Packages: Choose ONE affiliate	
					
Website	Platinum	Silver	Diamond	Ultimate	Advanced
Leaderboard ad (\$2650 value)	✓				
Banner ad on all "Module pages" (\$1100 value)*	✓	✓		✓	✓
Home page slider ad (\$275 value each)			✓	✓	✓
Enhanced member listing (\$220 value)	✓	✓	✓	✓	✓
Newsletters - 16 issues					
Newsletter ads - Primary ad position (\$605 value each)				✓	
Newsletter ads - tertiary position (\$150 value each)	✓		✓		
Email					
Logo in weekly events E-blast to all 4 memberships (\$2650 value)	✓	✓			
1 dedicated E-blast to memberships (\$165 value each) Available in packages only.	✓	✓	✓	✓	✓
Social Media					
Dedicated post on Facebook, Instagram and LinkedIn (\$110 value each)	✓	✓	✓	✓	✓
Total value	\$8045	\$5395	\$2745	\$2465	\$1860
<b>DISCOUNTED package price/month**</b>	<b>\$469</b>	<b>\$315</b>	<b>\$160</b>	<b>\$144</b>	<b>\$109</b>
Click to purchase through eCommerce store	<a href="#">Purchase</a>	<a href="#">Purchase</a>	<a href="#">Purchase</a>	<a href="#">Purchase</a>	<a href="#">Purchase</a>

**Save 10% off listed prices until 11/15/23!**

**\*\*\*Save 15% if you purchase both print and digital package!**

## À la carte pricing

All options listed above (except a dedicated E-blast) are available for individual purchase.

[Purchase](#)

## À la carte or package add-ons

Weekly Association Events and Updates header ad ..... \$1000/quarter. Limit 1 per quarter.

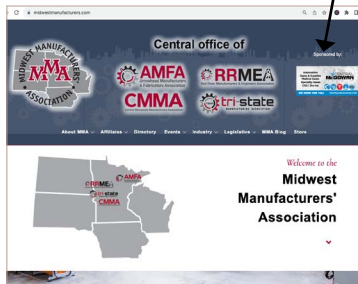
All package prices reflect a 12-month agreement and upfront annual payment. \*Banner ads will display on all five sites, regardless of package option.

\*\*Prices listed are for members of AMFA, CMMA, RRMEA, or TSMA. Non members add 25%. \*\*\* To take advantage send an email to [bookkeeping@midwestmanufacturers.com](mailto:bookkeeping@midwestmanufacturers.com)

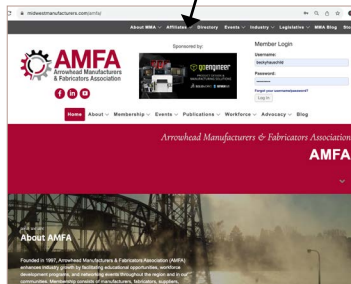


# Website leaderboard ad

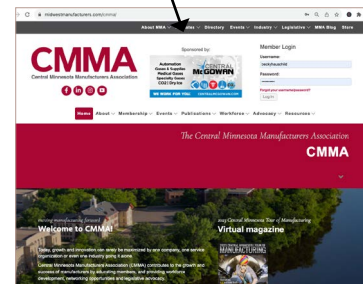
Buy now!



MidwestManufacturers.com



AMFA-MN-WI.org



CMMAworks.org

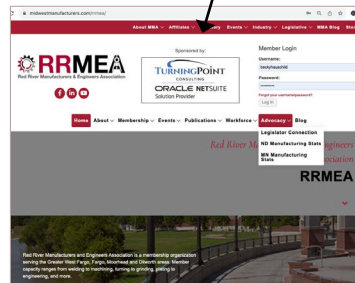
Rotating ad is visible on **all** 115 web pages of website that encompasses all 4 affiliates: [MidwestManufacturers.com](http://MidwestManufacturers.com).

2023 annual impressions: 112,908

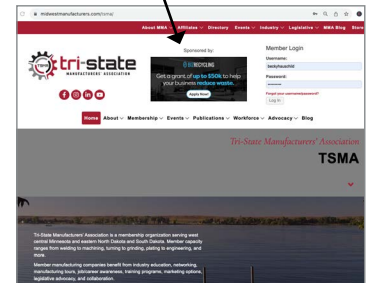
2023 annual reach: 42,656

Maximum of 5 leaderboard ads.

Size: 330 pixels wide x 152 pixels high, DPI 300



RRMEA.org

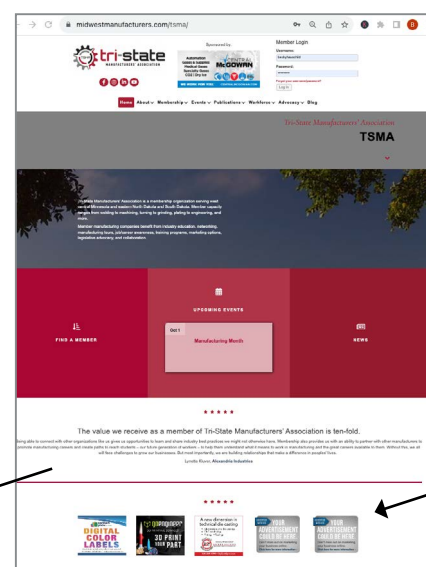
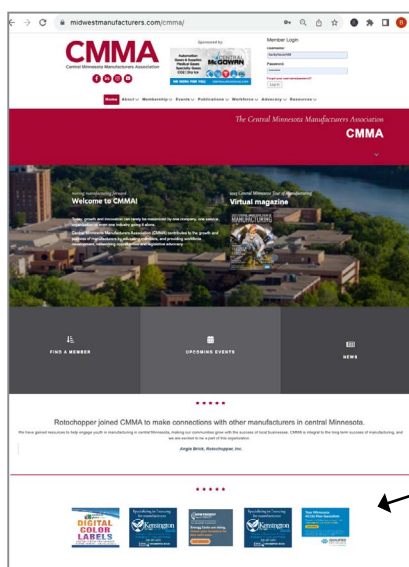


TSMA.org

# Home page slider ad

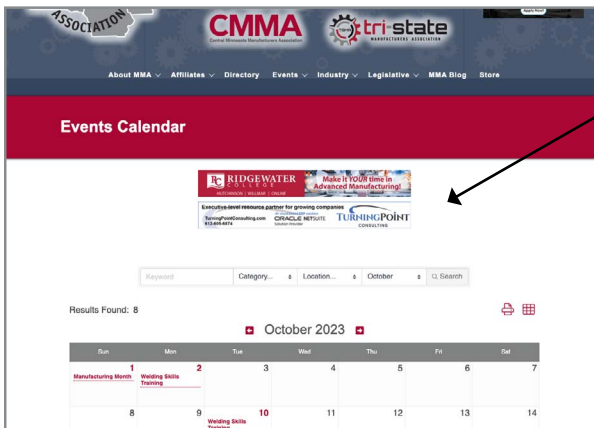
20 per site. Ad appears on home page only of MMA, AMFA, CMMA, RRMEA, and/or TSMA areas.

Size: 180 pixels wide x 150 pixels high, DPI 300



2023 slider ad impressions: 5,143 monthly/61,716 annual

# Banner ad examples

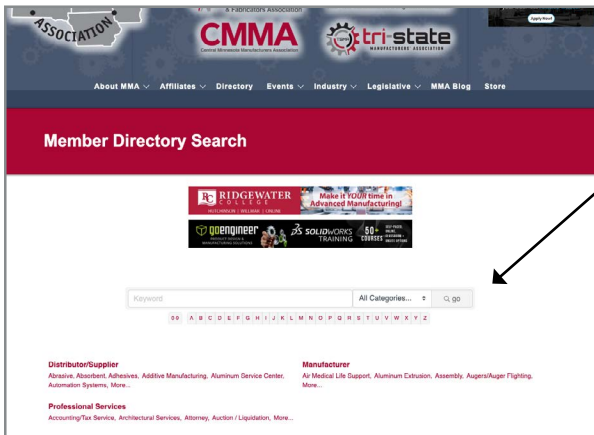


**Rotating banner ad.** Rotating ad appears on module pages of each affiliate area.  
Size: 480 pixels wide x 60 pixels high, DPI 300

Module pages include:

- Member directory
- Events
- Board of directors
- Member application
- Job openings
- Member login
- Blog.

Annual combined impressions 60,456



**Online directory**

Annual completed searches 25,689

Member page hits 59,947

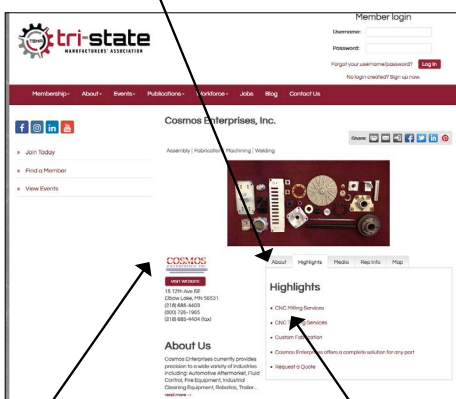
**Buy now!**

## Enhanced listings

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).

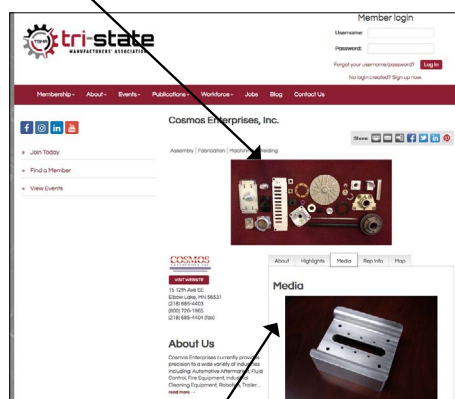
Expanded description

Additional photos

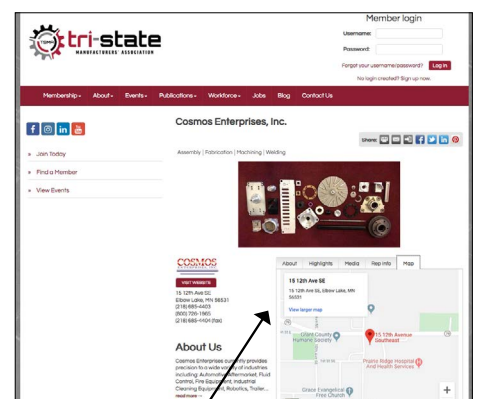


Company logo

5 linking bullet points



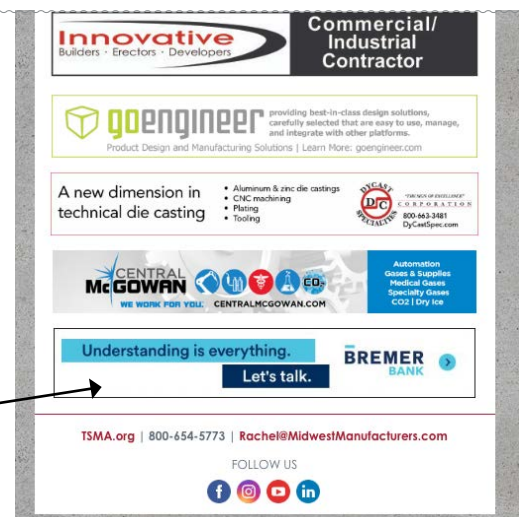
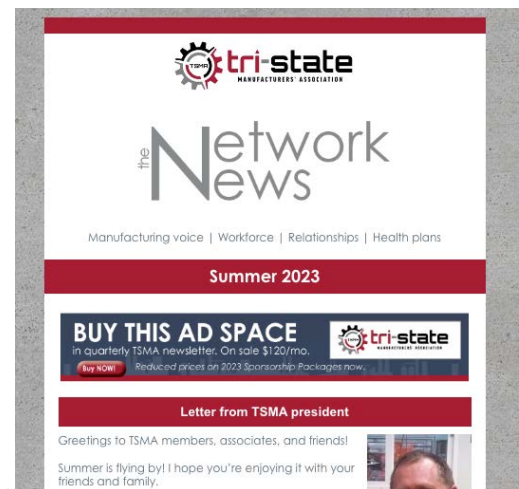
video links



map link

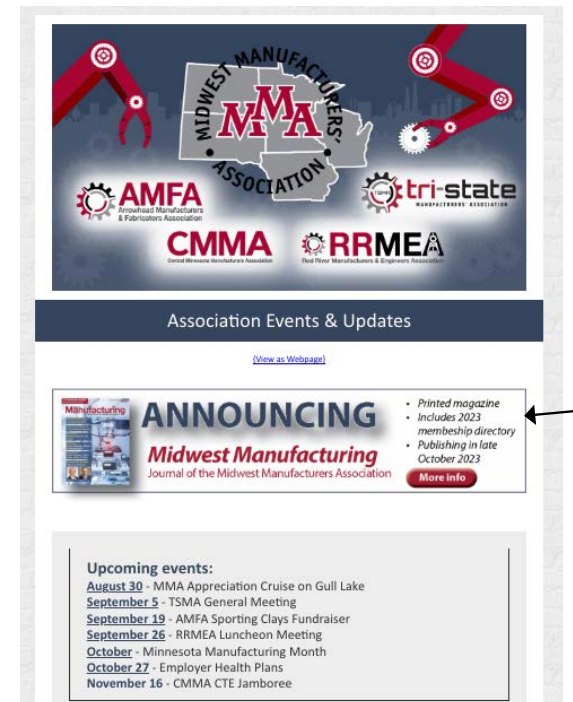


# Digital newsletter ad examples



**Buy now!**

# Weekly Association Events & Updates e-Blast

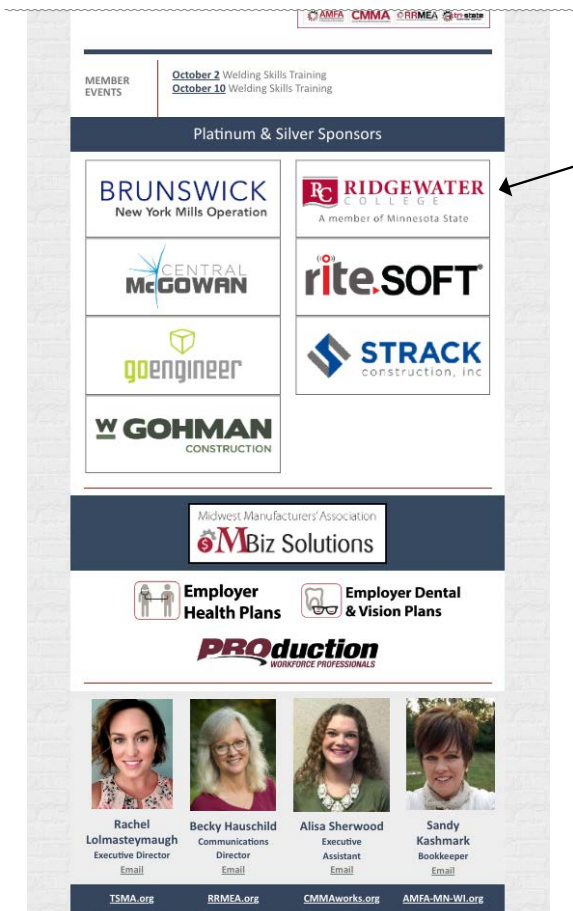


Reach is 3869 weekly - 193,450 annually  
Ave. open rate - 26%  
Ave. CTR - 3%

## Weekly blast header ad

Quarterly buys only

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



## MMA Platinum package

Sponsor logos here

**Buy now!**

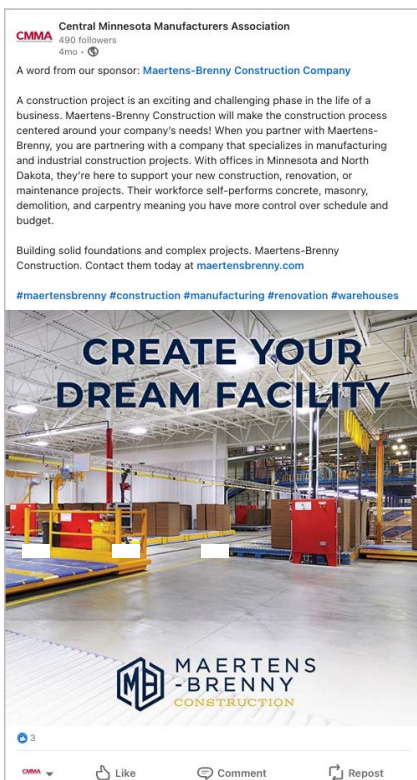
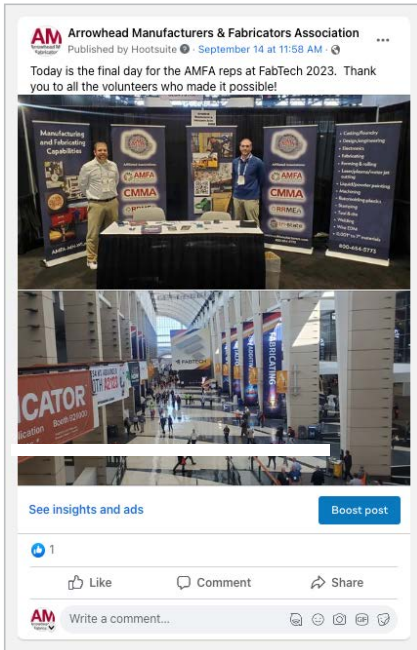


# Social media posts



Combined annual reach 71,742

## Examples



Buy now!

# Sign me up!!!

As the home office to AMFA, CMMA, RRMEA, 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.

## 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 .pdf format, set at 300 dpi. Email ads to: [Becky@MidwestManufacturers.com](mailto:Becky@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.

## Payment options

- **Purchase online through eCommerce store and pay with credit card.**
- All major credit cards accepted.
- **Click here to purchase** your sponsorship package now!
- **Contact the office** to pay by invoice.

## Questions?

[Rachel@MidwestManufacturers.com](mailto:Rachel@MidwestManufacturers.com)  
800.654.5773



**Buy now!**



**MidwestManufacturers.com • 800-654-5773**

PO Box 742 • Sauk Rapids, MN 56379

*Fostering the creation, growth, and success of manufacturing associations throughout the Midwest since 1990.*