

# Reach a targeted audience of power transmission/motion control distributor executives to build awareness of your brands

## Transmissions

Advertise in *Transmissions*, PTDA's respected and valued quarterly newsletter. The industry relies on *Transmissions* for business trends, market updates and customer engagement strategies. With limited opportunities for advertising in each issue, your message will stand out and can be custom crafted to focus on the benefits you want highlighted. Vol. 1 and Vol. 4 are distributed via mail and email; Vol. 2 and Vol. 3 are email only.

### Exclusive full page ad/advertorial

Limited to one per issue  
 \$2,000 per issue Vols. 2 and 3  
 \$2,500 per issue Vols. 1 and 4

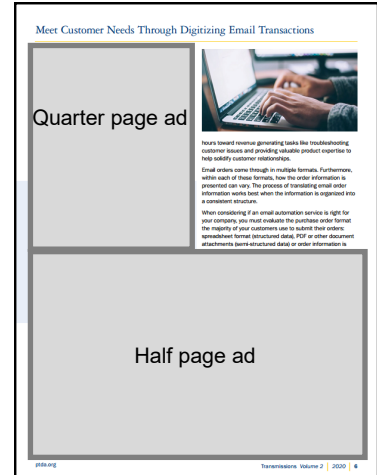
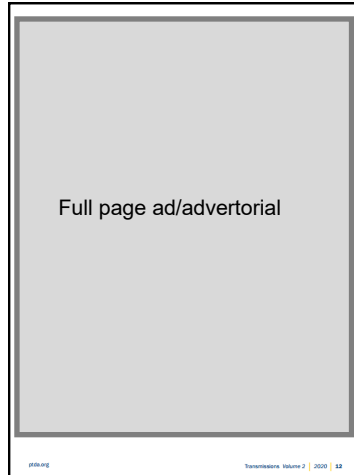
### Half page ad

Limited to two per issue  
 \$800 per issue Vols. 2 and 3  
 \$1,000 per issue Vols. 1 and 4

### Quarter page ad

Limited to two per issue  
 \$400 per issue Vols. 2 and 3  
 \$500 per issue Vols. 1 and 4

Sample placement and sizes. Actuals to be determined during production.



## Spotlight

Shine a light on your products in *Spotlight*. PTDA's semimonthly newsletter (beginning and middle of the month) boasts an average open rate in excess of 24% and reaches a targeted audience of those who need to know about your products.

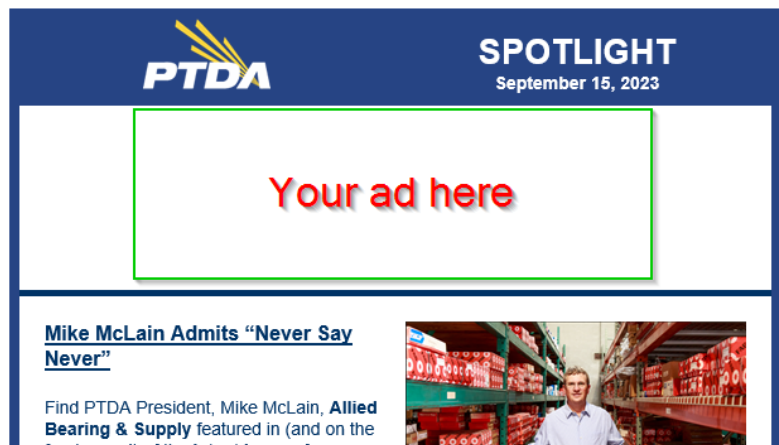
### Banner ad at the top of *Spotlight*

Limited to one per issue  
 \$500 per issue

### Banner ad at the bottom of *Spotlight*

Limited to one per issue  
 \$250 per issue

Sample placement and sizes. Actuals to be determined during production.



Contact us today to ensure your ad is included in an upcoming issue!

ptda@ptda.org

312.516.2100

All rates are net. Cancellations are nonrefundable.

