

E-Newsletters – Published Monthly

AIAG E-News Brief

Global automotive industry news, member success stories and need-to-know information on AIAG products and events.

Safety & Environment Report

Addresses emerging and global issues in safety, health and the environment affecting member companies and employees worldwide.

Supply Chain Initiatives

Important information on customs and supply chain security regulation; materials management and logistics best practices; and automatic identification/RFID standards.

Quality Standards & Tools

Initiatives and standards updates to help member companies comply with their customer requirements and achieve continuous improvement within their quality management systems.

Advertising Options

Rates* (Net amount in U.S. dollars)

Lead Sponsor	\$1,300
Limited to one per e-newsletter. Includes banner ad with button link to sponsor's Web site	
Top Banner Ad	\$1,000
Limited to one per e-newsletter	
Middle Banner Ad	\$500
Bottom Banner Ad	\$500
Limited to one per e-newsletter	
Skyscraper Ad	\$750
Limited to one per e-newsletter	
Button Ad	\$350
Up to five per e-newsletter	

Specifications

All Banners	450 pixels wide x 80 pixels high. Maximum size: 20k.
Skyscraper	120 pixels wide x 450 pixels high. Maximum size: 20k.
Sidebar Buttons	120 pixels wide x 120 pixels high. Maximum size: 15k.
We only accept JPEG (.jpg) or GIF (.gif) files.	
All files are due the Wednesday prior to publication.	
Send files to Anthony Kalogeridis at anthonykal@comcast.net .	

*Rates subject to change without notice

2011 Event and Webinar Calendar

Sponsorship and exhibit opportunities are available throughout the year for numerous highly targeted AIAG events and webinars. Plan now to make a statement and get your information in the hands of supply chain practitioners and decision makers.

January

- The Road to Corporate Responsibility: An Automotive Approach

July

- Special Process System Assessment Heat Treat Version 3 Rollout

March

- Auto ID Showcase

August

- Conflict Minerals Town Hall

April

- Supplier Connectivity Rollout

September

- Greenhouse Gas Symposium
- Automotive Parts Purchasing Leadership Forum in Beijing, China
- Health Care Forum
- Customs Town Hall

May

- PLM CATIA Version 6 Webinar
- Supplier and Product Reliability Rollout

June

- Golf Outing

October

- IMDS/REACH Summit

November

- MFMEA Rollout

AIAG Web Site

Statistics

- 40,000 unique visitors per month
- 230,000 page views per month
- Average number of pages visited: 5.69
- 54% returning visitors / 46% new visitors

Advertising Options

Monthly Rates* (Net amount in U.S. dollars)

Large Button Ad (2 available)	\$500
150 pixels wide by 110 pixels high	
Small Button Ad (2 available)	\$250
150 pixels wide by 55 pixels high	

Specifications

- Accepted file formats include JPEG (.jpg) and GIF (.gif).
- Animation is acceptable for non-shared ad space.
- Ads with a light-colored background and thin black border are preferred to ensure maximum visibility.
- All ad files are due seven days before the beginning of the advertising month.
- Send files to: Anthony Kalogeridis at anthonykal@comcast.net.
- AIAG does not run ads on its home page. All advertisements are run-of-site and appear on every page in the site with the exception of the home page.

*Rates subject to change without notice

All-Inclusive E-Advertising Packages

Cost-effective options for companies that take a comprehensive approach to advertising

Yearly Rates* (Net amount in U.S. dollars)

Platinum	\$15,000
<ul style="list-style-type: none"> ■ Lead sponsor of e-newsletter of your choice for 12 issues (1 year) ■ AIAG Web site large button ad (1 year duration) 	
Gold	\$8,250
<ul style="list-style-type: none"> ■ Lead sponsor of e-newsletter of your choice for 6 issues (6 issues) ■ AIAG Web site large button ad (6 issues duration) 	
Silver	\$6,000
<ul style="list-style-type: none"> ■ Lead sponsor of e-newsletter of your choice for 4 issues (one quarter) ■ AIAG Web site large button ad (4 issues duration) 	

Advertising Sales Contact

Anthony Kalogeridis
 AK & Associates
 E-mail: anthonyk@arion-media.com
 Phone: (313) 884-3550

E-mail Blasts

AIAG recognizes that targeted e-mail blasts to our membership can be an effective way for member companies to share their message. The AIAG mailing list is 100% opt-in and updated daily. It is comprised of professionals within the automotive supply chain who have interests in automotive quality processes, materials management, logistics, electronic commerce, engineering and product development, health, safety and the environment, corporate responsibility and health care.

Rates* (Net amount in U.S. dollars)

E-mail Addresses

Counts: 52,645

Price per Thousand: \$350