

# AMERICAN GEAR MANUFACTURERS ASSOCIATION

## 2019 MEDIA KIT



**Ensure you're reaching the RIGHT people.  
Advertise with AGMA today!**

*AGMA MARKETPLACE  
AGMA GEAR INDUSTRY NEWS*

FOR MORE INFORMATION, PLEASE CONTACT:

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American  
Gear Manufacturers  
Association

**NAYLOR**   
ASSOCIATION SOLUTIONS



## WHY ADVERTISE?

These are the official products supported by AGMA and are promoted on the AGMA home page, in electronic and print publications, and at our trade show.

- AGMA **sets the standards** for the gear industry.
- Our membership is made up of **more than 495 companies, consultants, and academic members from more than 32 countries.**
- These AGMA tools are well received by a wide audience and AGMA staff work to constantly increase that audience.

## The AGMA Marketplace

More and more business is moving to the internet. The AGMA Marketplace is a comprehensive location where individuals can come and find the wide variety of vendors they need to complete a power transmission project. When AGMA staff members receive inquiries - they send people to find information in the Marketplace.

AGMA members receive a Premier List Package (value \$415) as part of their AGMA member benefits.

## About AGMA:

For the last 7 years, gear professionals have come to look for the Gear Industry Newsletter in their email box each Tuesday. This newsletter is packed with articles hand-picked by AGMA Director of Emerging Technology, Mary Ellen Doran. They are the most relevant articles from the past week's news tailored for our audience.

We are working to grow our list to over 10,000 email recipients in 2019.



**Contact your Naylor account executive  
to reserve your space in AGMA  
online media today!**

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# AGMA PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with American Gear Manufacturers Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of AGMA.

- All Metals & Forge Group, LLC
- American Stress Technologies
- Cincinnati Gearing Systems Inc.
- Croix Gear & Machining
- DNV KEMA Renewables Inc.
- Doppler Gear Company
- Emag
- Forest City Gear Company
- Frisa Forjados S.A. DE C.V.
- Gear Manufacturing, Inc.
- Gear Motions, Inc.
- Gear Research Institute
- German Machine Tools of America
- Gleason Corporation
- Hunting Dearborn, Inc.
- Industrial Exchange Network, Inc.
- Kapp Technologies
- Machine Tool Builders, Inc.
- Marposs
- McInnes Rolled Rings
- PEER Bearing
- Perfection Machinery Sales, Inc.
- Progressive Engineering Company
- RUF Briquetting Systems
- SCHUNK
- Scot Forge
- Specialty Ring Products
- SRI Advertising
- Star SU, LLC
- STD Precision Gear & Instrument, Inc.
- Supreme Gear Company
- TimkenSteel
- Toyoda Machinery
- Ty Miles, Inc.
- Web Gear Services Ltd.
- Wenzel America

***Thank you advertiser! Our communications program is made possible because of your investment in advertising. We sincerely appreciate your support.***

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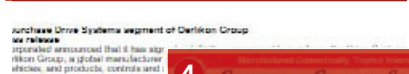
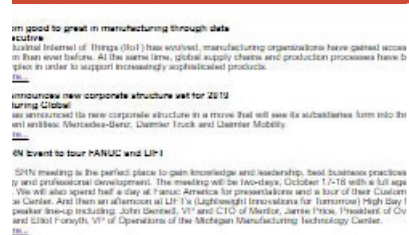
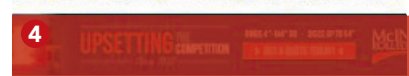
# GEAR INDUSTRY NEWS ENEWSLETTER

## NAYLORNETWORK.COM/GEA-NWL

Now more than ever, professionals consume information on the go. Our *Gear Industry News* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other AGMA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



### 1 Premium Leaderboard

12 Months | \$11,465      6 Months | \$6,300      3 Months | \$3,485

Top two advertising positions in the eNewsletter. Only two spots available.

### 2 Sponsor Logo

12 Months | \$2,300      6 Months | \$1,245      3 Months | \$700

Located between popular sections of the eNewsletter. Only ten spots available.

### 3 Sponsored Content

12 Months | \$7,460      6 Months | \$4,110      3 Months | \$2,245

Includes image, headline. 50 - 70 words of text and call to action. Only three spots available.

### 4 Leaderboard

12 Months | \$9,195      6 Months | \$5,025      3 Months | \$2,780

Located between popular sections of the eNewsletter. Only four spots available.

### 5 Product Spotlight

12 Months | \$5,730      6 Months | \$3,135      3 Months | \$1,730

Includes product image, headline, 25 - 35 words of text and call to action. Only three spots available.

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Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.  
Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

**For the latest online specs, please visit: [www.naylor.com/online-specs](http://www.naylor.com/online-specs)**

# AGMA MARKETPLACE

## WWW.AGMAMARKETPLACE.COM

The AGMA Marketplace is a forum designed to bring suppliers and end-users together. Available whenever you need it, AGMA Marketplace makes it easy to locate products and professional services geared to the gear industry.

### A Reference at Your Fingertips:

- Cross-promoted in other AGMA communication pieces
- Optimized to drive traffic from search engines and the AGMA website
- Efficient browsing with fewer clicks
- Users can set the AGMA Marketplace as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

### On average, the AGMA Marketplace receives:

- 834 page views per month
- 3.04 pages viewed per visit
- 89.8% new visits

\*Traffic from June 2017 - May 2018

The purchase of any display ad comes with a **COMPLIMENTARY Premier Listing** – a \$415 value!



### 1 Curtain Ad – Run-of-Site | 12 Months | \$8,035

Showcase your ad at the top of every page with a call to action. Viewers can click and expand the ad to view your full message.

### 2 Banner Package – Run-of-Site | 12 Months | \$7,460

Your advertisement rotates in the top & bottom leaderboard, as well as the top two rectangles. Limited to seven companies.

### 3 Featured Companies | 12 Months | \$4,595

Include your company's logo and 30-word description at the top of the AGMA Marketplace. Limited to five companies.

### 4 Category Rectangle | 12 Months

One Category | \$540    Five Categories | \$1,110    Ten Categories | \$2,165

Bottom rectangle located in the category(ies) of your choice. Ensure your message reaches those in the market for your specific products and services. Limited to two companies per category.

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American Gear Manufacturers Association

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# AGMA MARKETPLACE

WWW.AGMAMARKETPLACE.COM

AGMA MEMBERS RECEIVE PREMIER LISTING AS A BENEFIT OF MEMBERSHIP. CONTACT AGMA TO GET YOUR COMPANY LISTED! (703) 684-0211

## Premier Listing Package | \$415

Premier Listings are designed to offer heightened visibility within AGMA Marketplace. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

## Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business

**The purchase of any AGMA Marketplace display ad comes with a COMPLIMENTARY Premier Listing – a \$415 value!**



## MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

### 4 Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the AGMA Marketplace, your company is the first that they see. Includes Premier Listing upgrade.

- ☐ Category Sponsor #1 | 12 Months | \$1,680
- ☐ Category Sponsor #2 | 12 Months | \$1,515
- ☐ Category Sponsor #3 | 12 Months | \$1,300



### 5 Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

- ☐ Upgrade | 12 Months | \$650

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# AGMA MARKETPLACE

## PREMIER LISTING CATEGORIES

Our AGMA Marketplace allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

**Five free categories are included with your Premier Listing**, and additional categories are only \$50 each. Bold terms are for grouping purposes only and are not available for selection.

### Bearings

- ☐ Bearings - General
- ☐ Bushings
- ☐ Cylindrical Roller Bearings
- ☐ Deep Groove Ball Bearings
- ☐ Double Row Spherical Bearings
- ☐ Linear Bearings
- ☐ Slewing Ring Bearings
- ☐ Tapered Roller Bearings

### Cutting Tools

- ☐ Broaches
- ☐ CBN Grinding Wheels
- ☐ CNC Cutting Machines
- ☐ Control Systems
- ☐ Coolants
- ☐ Cutting & Quenching Oils
- ☐ Cutting Tools & Abrasives
- ☐ Cutting Tools Materials / Powder Metal
- ☐ Deburring Tools
- ☐ Diamond Dressing Tools
- ☐ Electrical Discharge Machining / EDM
- ☐ Gear Rolling Dies
- ☐ Grinders
- ☐ Grinding Wheels
- ☐ Hob Sharpeners
- ☐ Hobs
- ☐ Honing Dressing Tools
- ☐ Honing Wheels
- ☐ Milling Cutters
- ☐ Precision Mandrels
- ☐ Rack Type Cutters
- ☐ Shaper Cutters
- ☐ Shavers
- ☐ Thread Cutting
- ☐ Thread Dies
- ☐ Thread Milling
- ☐ Tooling Supplies
- ☐ Water Jet
- ☐ Workholding Devices

### Gear Boxes

- ☐ Bevel >10kW (13.4hp)
- ☐ Bevel 1 to 10kW (1.34 - 13.4hp)
- ☐ Change Gears
- ☐ Coaxial

### Gear Boxes

- ☐ Custom Built Gear Boxes
- ☐ Cycloidal Drives
- ☐ Electric Geared Motors
- ☐ Gear Drives
- ☐ Gear Heads
- ☐ Gear Units < 1kW ( 1.34hp)
- ☐ Gearbox Housing / Casting
- ☐ Gearbox Repair
- ☐ Gearboxes - Helica / Bevel
- ☐ Heavy Duty
- ☐ High Speed plv 35m / sec (6890ft / min)
- ☐ Multispeed Gearboxes
- ☐ Parallel Shaft 1 to 10kW (1.34hp - 13.4hp)
- ☐ Parallel Shaft Over 10kW (> 13.4hp)
- ☐ PIV Gear Units
- ☐ Planetary & Epicyclic Drives
- ☐ Shaft Mounted Speed Reducers
- ☐ Transmissions
- ☐ Variable Speed
- ☐ Worm 1 to 10kW (1.34hp - 13.4hp)
- ☐ Worm Over 10kW (>13.4hp)

### Gear Materials

- ☐ Bar Stock
- ☐ Bronze
- ☐ Forgings
- ☐ Gear Blanks
- ☐ Iron Cast / Ductile
- ☐ Near Net Forgings
- ☐ Plastics / Polymers
- ☐ Powder Metallurgy
- ☐ Rolled Rings
- ☐ Seamless Rolled Rings
- ☐ Steel
- ☐ Weldments

### Gear Products

- ☐ Bevel Gears - Mikron System
- ☐ Bevel Gears - Spiral / Hypoid / Zerol
- ☐ Bevel Gears - Straight
- ☐ Cast Gears
- ☐ Circular Arc / Non-Involute Gears
- ☐ Couplings
- ☐ Crown Gears
- ☐ Custom / Prototype Gears
- ☐ Face Gears

### Gear Products

- ☐ Fine Pitch Gears
- ☐ Forged Gears
- ☐ Gear Inspection Gauges
- ☐ Ground Bevel Gears - Spiral / Hypoid / Zerol
- ☐ Ground Gears
- ☐ Helical Gears
- ☐ Helical Gears - Double
- ☐ Herringbone Gears
- ☐ Internal Gears
- ☐ Internal Splines
- ☐ Master Gears
- ☐ Near Net Shaped Gears
- ☐ Planetary Gears
- ☐ Plastic Gear Transmissions
- ☐ Plastic Gears
- ☐ Powder Metallurgy Gearing
- ☐ Pump Gears
- ☐ Racks
- ☐ Sintered Metal Gears
- ☐ Slewing Rings
- ☐ r Small Lot Production
- ☐ Splines / Shafts
- ☐ Sprockets
- ☐ Spur Gears
- ☐ Worms & Worm Gears

### Machine Tools

- ☐ Axial Spline Forming
- ☐ Bar Feeding Equipment
- ☐ Bevel Gears
- ☐ Broaching
- ☐ Chamfering & Deburring
- ☐ Chip Processing
- ☐ CNC Lathe
- ☐ CNC Rotary Tables
- ☐ Collet Chucks / Closers
- ☐ Coolant Filtration System
- ☐ Cutter Inspection and Setting
- ☐ Cutting
- ☐ Dies / Die Punching
- ☐ Drilling
- ☐ External Gear Grinding
- ☐ Finishing
- ☐ Four Square Testing

Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

\_\_\_\_\_ Additional Categories X \$50 = \$\_\_\_\_\_

Initial:\_\_\_\_\_ Date:\_\_\_\_\_



# PREMIER LISTING CATEGORIES CONTINUED

## Machine Tools

- ☐ Gear Generators
- ☐ Gear Marking Systems
- ☐ Gear Profile Grinding
- ☐ Grinding
- ☐ High-Speed Profile Grinding
- ☐ Hobbing
- ☐ Honing
- ☐ Internal Gear Grinding
- ☐ Keyseaters
- ☐ Lapping / Testing
- ☐ Live Centers
- ☐ Machine Accessories
- ☐ Measurement
- ☐ Metal Processing
- ☐ Milling
- ☐ Mist Collection
- ☐ Parts Washing
- ☐ Rack Milling
- ☐ Rebuilding
- ☐ Recontrol / Retrofit
- ☐ Robotic Equipment
- ☐ Rotor Grinding
- ☐ Shaping
- ☐ Shaving
- ☐ Shot Peening Equipment
- ☐ Shot Peening Media
- ☐ Spline Rolling Machines
- ☐ Stick Blade Grinding
- ☐ Straightening Presses
- ☐ Temperature Stabilization
- ☐ Thread Cutting
- ☐ Thread Grinding
- ☐ Tool Grinder
- ☐ Tool Sharpening
- ☐ Tooling & Attachments
- ☐ Turning Universal Grinding
- ☐ Used Machinery
- ☐ Wheel Profiling/Dressing Machines
- ☐ Worm Grinding
- ☐ Worm Milling Machines

## Other Products

- ☐ Adhesives
- ☐ Automation
- ☐ Balancing Systems
- ☐ Ballizing Systems
- ☐ Belt Drives
- ☐ Bore Gauges
- ☐ Chain Drives
- ☐ Cleaning Equipment
- ☐ Clutches & Brakes
- ☐ Control Systems
- ☐ Coolant Valves
- ☐ Couplings Torsionally Soft

## Other Products

- ☐ Couplings Torsionally Stiff
- ☐ Dimension Over Pins & Ball Gauges
- ☐ Heat Treating Equipment
- ☐ Inspection Equipment Instrumentation
- ☐ Keyless Locking Devices
- ☐ Laser Processing
- ☐ Locknuts
- ☐ Lubricants
- ☐ Material Handling
- ☐ Mixers / Agitators
- ☐ Packaging / Anti-Rust
- ☐ Product Traceability
- ☐ Pumps
- ☐ Rust Removers
- ☐ Serrations
- ☐ Spindles
- ☐ Spline Gauges
- ☐ Surface Protection
- ☐ Surface Texture Evaluation
- ☐ Testing Equipment
- ☐ Timing Pulleys
- ☐ Torque Limiter
- ☐ Vacuum Pumps

## Services

- ☐ Age Hardening
- ☐ Air Filtration
- ☐ Assembly
- ☐ Balancing
- ☐ Blast Cleaning
- ☐ Brazing
- ☐ Breakdown / Emergency
- ☐ Broaching
- ☐ Calibration Services
- ☐ Carburizing Coating
- ☐ Consultancy
- ☐ Cryogenics
- ☐ Custom Gear Manufacturer
- ☐ Cylindrical Grinding
- ☐ Design Engineering
- ☐ Failure Analysis
- ☐ Field Service
- ☐ Forensic Field Investigation
- ☐ Gas Nitriding
- ☐ Gear Finishing
- ☐ Gear Grinding
- ☐ Gear Repair / Gear Unit Repair
- ☐ Gear Testing
- ☐ Grinding Wheel Replating
- ☐ Heat Control Systems
- ☐ Heat Treatment
- ☐ Honing
- ☐ Induction Heat Treating
- ☐ Injection Molding

## Services

- ☐ Inspection / Metrology
- ☐ Internal Gear Grinding
- ☐ Ion Nitriding
- ☐ Keyways
- ☐ Lubrication Analysis
- ☐ Machining
- ☐ Maintenance
- ☐ Metal to Plastic Conversion
- ☐ Metallurgical Testing
- ☐ Milling
- ☐ Nitriding
- ☐ Nitrocarburizing
- ☐ Non Destructive Testing
- ☐ Plasma Nitriding
- ☐ Prototypes
- ☐ Quenching
- ☐ Residual Stress Testing
- ☐ Resizing
- ☐ Shaping
- ☐ Shaving
- ☐ Shot Peening
- ☐ Software
- ☐ Speed Testing
- ☐ Spline Broaching
- ☐ Spline Forming
- ☐ Spline Rolling
- ☐ Stress Relieving
- ☐ Surface Coating
- ☐ Surface Hardening
- ☐ Systems Integration
- ☐ Tool Sharpening
- ☐ Training
- ☐ Turbine Shafts
- ☐ Turning
- ☐ Vacuum Carburizing
- ☐ Vibratory Finishing

## Premier Listing Categories - Gear Applications & Size

### Gear Applications

- ☐ Aerospace
- ☐ Automotive
- ☐ Construction Machinery
- ☐ Farm Machinery
- ☐ Industrial Machinery
- ☐ Mining, Oil & Gas Field Equipment
- ☐ Power Transmission Equipment
- ☐ Railroad Equipment
- ☐ Ship & Offshore Platform

### Gear Size

- ☐ Less than 50 inches
- ☐ Greater than 50 inches

Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

\_\_\_\_\_ Additional Categories X \$50 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_



# PREMIER LISTING CHECKLIST

**Below is a checklist of all elements required in order to process your Premier Listing.**

☐ **Full-Color Company Logo**

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

☐ **Company Contacts - Up To Five**

Please include job title, phone number and email address. All email addresses will be hyperlinked and active.

☐ **Primary Contact for RFP Automator and Request for Information (OPTIONAL)**

Indicate which person or email should be referenced as the "primary" contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

☐ **Company Description**

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

☐ **Website Activation**

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

☐ **Product/Service Categories**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

☐ **Full-Color Product Image and Description**

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG or GIF (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

☐ **Video Upgrade - Additional cost: \$200 (OPTIONAL)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

☐ **Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.