

Your On-Line Voice for Industry

The Seattle Industry eBulletin newsletter is a weekly publication of the Manufacturing Industrial Council, sent electronically to a subscription list powered by Campaigner. To view the current issue and archive, please visit <http://www.seattleindustry.org/newsletter.php>

The subscription list in the first 6 months of publication has expanded from 180 to 960 subscribers...and growing. The **target audience** are business people engaged in manufacturing, industrial distribution and transportation businesses in Seattle and the greater Puget Sound region, as well as, non-profit organizations, finance, insurance, real estate and professional services; elected officials and government staff members.

Four tile advertisements are accepted for SI and 2 for TMA for each publication. The ads are placed in the right column and run in each edition sent out during the month. The size of each tile is 2.5" tall x 1.25" wide – twice as tall as wide.

Sample tile ad



SI weekly eBulletin Advertising Rates:

Includes 4 sends (about 3,600 impressions per month as of Mar-08)

Ad Placement	1 month	2 months	3 months
First	\$425	\$360	\$290
Second	\$400	\$340	\$270
Third	\$375	\$320	\$255
Fourth	\$350	\$300	\$240

Duwamish TMA eBulletin Ad Rates:

Includes 1 send monthly (about 800 impression as of Jun-08)

Ad Placement	1 month	2 months	3 months
First	\$125	\$105	\$90
Second	\$100	\$100	\$80

Other Fees: In addition to these rates, all new ads must be created by the MIC's staff; the cost is \$100 (see "specifications" below).

Advertising Specifications

- All ads must be approved by the Manufacturing Industrial Council
- Prepayment of all advertising is appreciated and required
- Ad copy, photos, and logos must be submitted to the MIC via email no later than the **20th** of the month for editions during the upcoming month. Submit all materials to Pam Romine at prmic@qwest.net.
- The Manufacturing Industrial Council will create the ads for the newsletter.
- The ad set-up cost is \$100 per ad; minor changes to copy for subsequent ads are free
- Advertiser supplies:
 - photos as jpg files, 72 dpi
 - logos as jpg or doc files, 72 dpi
 - sketch of how ad should be laid out, if appropriate
 - link to 'landing page' on advertisers website
- Stock photos are available for an additional fee
- Advertiser will receive one proof prior to publication; only corrections may be made at this time. Additional charges will apply to copy or graphics changes (\$85 per hour).

We'd like to reserve an advertisement in ___ SI weekly or ___ TMA monthly eBulletin:

Company Name: _____

Ad placement _____ First _____ Second _____ Third _____ Fourth

Month Commencing: _____ for Number of Months: _____ at \$ _____ per month.

X _____ Date: _____

Authorized Signer

Company Contact:

SI eBulletin Contact:

Name: _____

Marilyn Young Skogland
Manufacturing Industrial Council
206-762-2470

Phone: _____

mysmic@qwest.net

Email: _____

How to create a better tile ad for Seattle Industry eBulletin

Tile ads are by design small (about 2.5" high by 1.25" wide – twice as tall as wide). That means your ad must be extremely direct and concise. To help you improve the effectiveness of your ads, we offer the following advice:

- Establish your goal: Why are you running this ad? What do you hope to accomplish?
- Be direct: What are you offering?
- Be brief: Write your ad, then edit it, then edit it again, and keep paring it down to its bare essence. Trust me, you'd be surprised how many words you can edit out and still keep the meaning.
- Include an offer: An offer might be a free whitepaper, case study, consultation, evaluation, discount, coupon on your Web site, newsletter they can sign up for, special pricing, etc.
- Include a call to action: Tell them to call you, email you, click through to your Web site or stop by your store...whatever ties into your offer.
- Include a link to a specific landing page within your Web site that ties in with your offer
 - Don't just link to your home page unless the offer is immediately obvious there.
- Create a landing page for a specific offer: Make sure the visitor knows immediately that they're in the right place by using the same wording in the ad and the landing page. Do not just use your home page for your landing page, unless that is where you want people to click through to.
- Try to use a shorter rather than longer URL for the landing page.
- Know that your logo or tagline might be altered to fit the space.

Tips for your landing page

- Make sure visitor knows immediately that they're in the right place. Your landing page should resemble your ad.
- Be clear about the goal of your landing page and make sure the offer in your ad is the same as the offer the visitor sees once they click through.