

Associated Wire Rope Fabricators

2024 MEDIA KIT

28345 Beck Road STE 209
Wixom, MI 48393

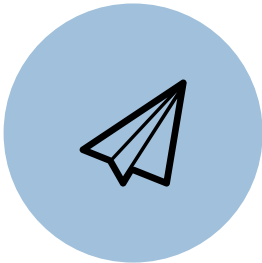
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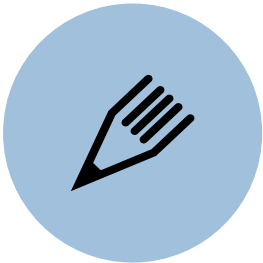
About Us

Our magazine is one circulated amongst our members, contributors, and industry partners. Our magazine circulates to over 600+ recipients all over the globe.

AWRF promotes interests common among companies manufacturing, fabricating, or distributing lifting, rigging and load securement devices made of chain, rope, and synthetic products. The association works to establish, acquire, preserve, and disseminate various technical information, and encourages the development of safety standards and programs, and product identification procedures. Assistance has been provided for establishing and maintaining adequate products liability insurance, as well as other insurance needs of the industry. Common problems and purposes of the industry, such as those involving production, distribution, service and safety are reviewed and advanced by lawful means on a regular basis.



600+ Distributed
Electronic Availability



Industry Expert Writers
Variety of Topics



Quality Publication
Timely Distribution

Rates:

| | 1X | 2X | 4X |
|--|-------|--------|---|
| <div><div></div><div>1/4 Page 3-13/16" x 5"</div></div> | \$452 | \$790 | \$1352 |
| <div><div></div><div>1/3 Page 2-1/2" x 10-1/8"</div></div> | \$497 | \$880 | \$1533 |
| <div><div><div>1/2 Page (V) 3-13/16" x 10-1/8"</div><div>1/2 Page (H) 7-3/4" x 5"</div></div></div> | \$577 | \$1039 | \$1852 |
| <div><div></div><div>Full Page 7-3/4" x 10-1/8" Full Page w/ Bleed 8-1/2" x 11" with 1/8" bleed Same image space as full page size</div></div> | \$772 | \$1431 | \$2635 |
| COVER ADVERTISEMENTS (WILL BE ASSIGNED ON FCFS BASIS) 8-1/2" x 11" with 1/8" bleed | | | MUST COMMIT TO 4 ISSUES FOR ALL COVER PLACEMENTS \$3255 |

Issue Numbers & Content Closing Dates

NOTE: Street date is discretionary and may be adjusted to coordinate with OR around an event to provide timely, pertinent information for our readers.

| #180 | #181 | #182 | #183 |
|---|--|---|--|
| Spring | Summer | Fall | Winter |
| Highlights: Board & Technical Meeting Highlights Spring General Meeting Info Milestone Memberships Thought Leadership | Highlights: Spring General Meeting Wrap-Up Rigging Job Highlight Thought Leadership | Highlights: Fall General Meeting Info Scholarship Winners Safety Program Winners Thought Leadership | Highlights: Fall General Meeting Wrap-Up Rigging Job Highlight Thought Leadership |
| Issue: | Closing Date: | Street Date: | |
| #180 | February 16th | March | |
| #181 | May 17th | June | |
| #182 | August 9th | September | |
| #183 | November 8th | December | |

Requirements:

Please supply electronic files ONLY. High resolution files (min 300 dpi) camera ready files in PDF, EPS, TIF, or JPEG formats. We will accept either MAC or PC files. We work in Quark, InDesign, Illustrator and Photoshop. NO spot colors, process colors only.

BOOKING FORM:



COMPANY NAME: _____

POC NAME: _____

Phone: _____

Email: _____

(ALL INVOICES WILL BE SENT TO THE EMAIL LISTED ABOVE, AFTER THE SECOND ISSUE IS PUBLISHED)

AD SIZE: _____

NO. OF ISSUES:

- ☐ ALL
- ☐ SPRING
- ☐ SUMMER
- ☐ FALL
- ☐ WINTER

AD BLEED:

☐

YES

☐

NO

additional \$100

WEBLINK:

☐

YES

☐

NO

additional \$35

Have an interesting article idea? We welcome our advertisers to submit outlines/proposals for an article placement in one of our issues.

Please email **slingmakers@awrf.org** your proposal along with corresponding images and captions.

Note: ALL articles are subject for review and must adhere to AWRF's policies.

BY FILLING OUT AND SUBMITTING THIS FORM YOU ARE CONFIRMING YOUR PLACEMENT FOR 2024.



Photo Supplied by Skookum