



# Equipment Dealers Association Promotional Offerings 2019

## Equipment Dealer News Website Banner Advertisement

- One 300x250, 600x300 or 728x90 banner ad in rotation throughout the year
- Can provide additional creative throughout the year

## E-Newsletter Block Ad

- One 300x250 block ad per month in weekly e-newsletter to association members
- Approximate distribution 4,200
- Average Open Rate: 23%

## Sponsored Article on News Site

- One member spotlight per year (complimentary)
- One sponsored article in E-Newsletter
- Article content to be approved by EDA staff

## Social Media Outreach

- Up to 2 tagged postings on EDA Facebook or Twitter per month
- Content to be approved by EDA staff
- Facebook likes: 3,813
- Twitter followers: 2,348

## Email Blast

- Maximum 2 emails per year
- Can be targeted based on location

## Direct Mail

- Maximum 2 mailings per year
- Can be targeted based on location



**EquipmentDealers**  
A S S O C I A T I O N

## Pricing

### Equipment Dealer News Website Banner Advertisement

- 300x250 banner ad \$4,000 (Non-Member)/\$2,800 (Member)
- 600x300 banner ad \$4,500 (Non-Member)/\$3,150 (Member)
- 728x90 banner ad \$4,000 (Non-Member)/\$2,800 (Member)

### E-Newsletter Block Ad

- 300x250 block ad \$5,000 (Non-Member)/\$3,500 (Member)
- 1 ad/month

### Sponsored Article on News Site

- Complimentary
- Exclusive to Members

### Social Media Outreach

- Complimentary
- Exclusive to Members

### Email Blast

- \$200
- Exclusive to members

### Direct Mail

- Cost of printing + 15%
- Exclusive to members

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*"Building the best business environment for equipment dealers"*