Equipment Dealers Association Promotional Offerings 2020

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 4,500
- Average Open Rate: 19%

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: 3,844
- Twitter followers: 2,410

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
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
- Multiple adds per month available, contact EDA for information

Sponsored Article on News Site
- Complimentary
- Exclusive to Members

Social Media Outreach
- Complimentary
- Exclusive to Members

Email Blast
- $750
- Exclusive to members

Direct Mail
- Cost of printing + 15%
- Exclusive to members

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“Building the best business environment for equipment dealers”