



Equipment Dealers Association Promotional Offerings 2021

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 bi-weekly e-newsletter to association members
- Approximate distribution 4,200
- Average Open Rate: 19%
- Average CTR: .29%

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

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)

- 1 ad/month: \$5,500 (Non-Member)/\$4,150 (Member)
- 2 ads/month: \$7,500 (Non-Member)/\$5,625 (Member)

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"