

ARPM

ASSOCIATION FOR RUBBER
PRODUCTS MANUFACTURERS

2025 MEDIA KIT



ABOUT THE ASSOCIATION

The Association for Rubber Products Manufacturers (ARPM) was established in October 2010 to address the unique needs of elastomer product manufacturing executives.

Dedicated to helping leaders drive more successful enterprises, ARPM's core mission focuses on providing resources for waste reduction, benchmarking, networking, international management of product standards, and educational opportunities. As the only national association representing rubber products companies, ARPM's membership includes businesses of all sizes, from small manufacturing producers to multi-billion-dollar conglomerates.

ADVERTISING CONTACT:

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INSIDE RUBBER



Inside Rubber, the official publication of ARPM, introduces a fresh approach to reporting on the latest market trends, technologies, products, services and ARPM news. Each issue is packed with information on industry benchmarks, association news, operational challenges, management topics and production efficiencies.

SUBMISSION DEADLINE

ISSUE 1

Editorial Focus: Leadership Development

Sales Close: December 30

ISSUE 2

Editorial Focus: Sustainable Plant Operations

Sales Close: March 24

ISSUE 3

Editorial Focus: OSHA Planning and Crisis Response

Sales Close: June 30

ISSUE 4

Editorial Focus: Automation Integration

Sales Close: September 30

MAGAZINE ADVERTISING

ADVERTISING SPECIFICATIONS

Ink: Color ■ Binding: Saddle Stitch ■ Trim Size: 8.5"W x 11"H

Available in print and online to reach readers wherever they are.

Inside Covers & Full Pages



7.5" w x 10" h

Inside Covers & Full Pages with Bleed



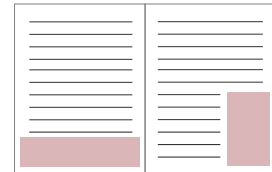
8.75" w x 11.25" h
(8.5" w x 11" h trim size)

1/2 Page



7.5" w x 4.875" h
3.625" w x 10" h

1/4 Page



7.5" w x 2.5" h
3.625" w x 4.875" h

Artwork Requirements: A high resolution pdf is the preferred file format. All images must be 300 dpi, with fonts embedded.

ADVERTISING RATES

	1x to 3x	4x
Full Page Covers <i>Inside Front and Back Covers</i>	\$2,000	\$1,750
Back Cover	\$1,750	\$1,500
Full Page	\$1,500	\$1,250
1/2 Page	\$1,000	\$750
1/4 Page	\$750	\$500

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ARPM WEBSITE



15,000
unique site
visitors per year

Over
3 page views
per user

Combine electronic advertising with print advertising and increase exposure with a banner ad on ARPM's website. The ARPM website covers association and industry news and events, provides articles from *Inside Rubber* and so much more.

Banner ads rotate randomly on the ARPM website (www.arpminc.org) with a direct link to the advertiser's website, increasing web traffic.

ADVERTISING RATES

Banner Ad Package \$230/Monthly
..... \$530/Quarterly (3 months)

Specifications: 352 x 190px

Monthly or quarterly options available

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Upcoming Deadlines:

20th day of the month prior to publication*

*Deadlines are subject to change due to holidays and/or office closures.

Art Requirements:

- A high resolution jpg is the preferred file format
- Fonts embedded