

## MARKETING OPPORTUNITIES

### PRINT ADVERTISING WITH DIGITAL EXPOSURE

*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.

In addition to print distribution, each issue of *Inside Rubber* also is published digitally, available at [www.INSIDERubber.com](http://www.INSIDERubber.com). Print magazine advertisers receive additional exposure in the digital edition for FREE, including live links to the advertisers' websites.



### RATES

POSITIONS	1X TO 3X RATES (per issue)	4X RATES (per issue)
Back Cover	\$2,000	\$1,750
Inside Front Cover	\$1,750	\$1,500
Inside Back Cover	\$1,750	\$1,500
Full Page	\$1,500	\$1,250
1/2 Page	\$1,000	\$750
1/4 Page	\$750	\$500

\*Current ARPM Sponsors/Members receive a 25% discount off print advertisement prices.

### DIMENSIONS

Web Offset, Saddlestitched. Trim Size: 8.375" wide x 10.875" tall

#### SIZE

Full Page (Bleed)
Full Page (Non-Bleed)
1/2 Page (horizontal)
1/2 Page (vertical)
1/4 Page (horizontal)
1/4 Page (vertical)

#### DIMENSIONS (width x height)

8.625" x 11.125" (Trim 8.375" x 10.875")
7.5" x 10"
7.5" x 4.875"
3.75" x 10.25"
7.5" x 2.5"
3.75" x 4.875"

### WEBSITE ADVERTISING

Combine electronic advertising with print advertising and increase exposure with a banner ad on ARPM's website. Averaging more than three page views per visitor and 12,990 unique site visitors per year, 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](http://www.arpminc.org)) with a direct link to the advertiser's website, increasing web traffic.

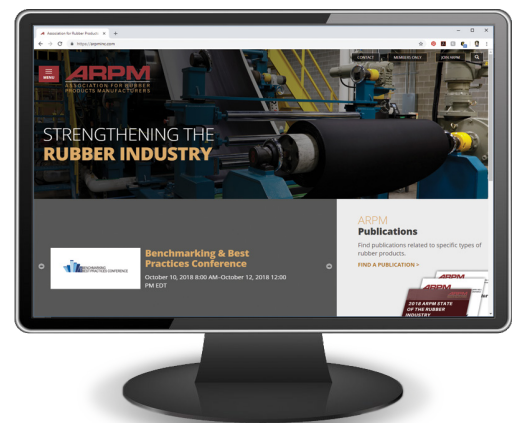
#### SIZE

Banner (352 x 190 pixels)

#### FREQUENCY

\$225/month

\$525/Quarterly (3 months)



For advertising, contact Susan Denzio at [sdenzio@arpminc.org](mailto:sdenzio@arpminc.org).



### ISSUE 1

- Managing Supply Chain Challenges
- Product Liability After Manufacturing
- Anticipating Legislative and Tax Impacts

Ad Closing **Jan. 4, 2022**  
Materials Due **Jan. 10, 2022**  
Publication Date **Jan. 24, 2022**  
Online Launch **Feb. 15, 2022**



### ISSUE 2

- Quality & Productivity Incentive Programs
- Stress Testing 101: Prepare for the Next Unexpected Event
- Culture Clash: Merging Traditional Manufacturing with Next-Gen Workers

Ad Closing **Apr. 1, 2022**  
Materials Due **Apr. 11, 2022**  
Publication Date **Apr. 25, 2022**  
Online Launch **May 15, 2022**



### ISSUE 3

- Employee Benefits: Necessary Incentives vs. Rising Costs
- Testing Strategies: Selecting In-House or Outside Resources
- Finding & Assessing New Business Opportunities

Ad Closing **July 1, 2022**  
Materials Due **July 11, 2022**  
Publication Date **July 25, 2022**  
Online Launch **Aug. 15, 2022**



### ISSUE 4

- Marketing Two Ways: Attract New Opportunities & Retain Current Customers
- Training from the Top Down for Leadership Growth
- Looking Ahead to 2023: Markets, Staffing and Investments

Ad Closing **Oct. 1, 2022**  
Materials Due **Oct. 10, 2022**  
Publication Date **Oct. 24, 2022**  
Online Launch **Nov. 15, 2022**

*Inside Rubber* reaches a targeted audience of rubber manufacturing companies serving every imaginable industry. Readers include company presidents, owners and upper management personnel – the decision makers who advertisers want to reach.

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

### IN EVERY ISSUE

Data Benchmarks  
Production Efficiencies  
Product Introductions  
Industry Updates  
Member News  
Technical Standards

**ARPM**  
ASSOCIATION FOR RUBBER  
PRODUCTS MANUFACTURERS

OFFICIAL PUBLICATION OF ARPM  
Association for Rubber Products  
Manufacturers

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