

## 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)

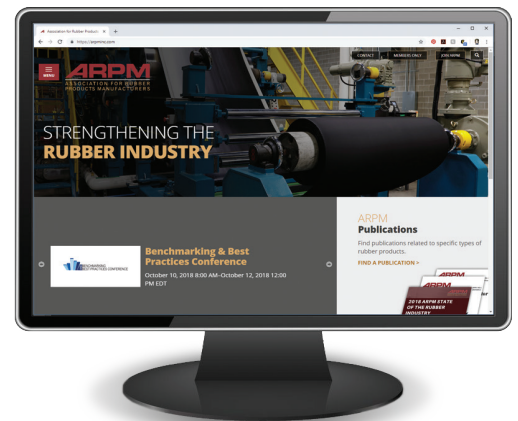
- 8.625" x 11.125"  
(Trim 8.375" x 10.875")
- 7.5" x 10"
- 7.5" x 4.875"
- 3.75" x 10.25"
- 7.5" x 2.5"
- 3.75" x 4.875"

### 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 over 13,000 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	FREQUENCY	
Banner (352 x 190 pixels)	\$225/month	\$525/Quarterly (3 months)



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



### ISSUE 1

- Focus: Leadership Development
- Industry Topics: Sales Prospecting, Health Insurance
- Technology Focus: Rubber Molding Equipment

Ad Closing **Jan. 8, 2024**  
 Materials Due **Jan. 15, 2024**  
 Publication Date **Feb. 9, 2024**  
 Online Launch **Feb. 19, 2024**



### ISSUE 2

- Focus: Sustainable Plant Operations
- Industry Topics: Energy Consumption, Mentorship and Training
- Technology Focus: Compounding Machinery

**Bonus Distribution:** EHS Summit

Ad Closing **Apr. 1, 2024**  
 Materials Due **Apr. 8, 2024**  
 Publication Date **May 3, 2024**  
 Online Launch **May 13, 2024**

*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



### ISSUE 3

- Focus: OSHA Planning and Crisis Response
- Industry Topics: Legislative Impacts, Recruitment and Retention
- Technology Focus: Inspection and Quality Control

**Bonus Distribution:** ARPM Benchmarking Conference

Ad Closing **July 3, 2024**  
 Materials Due **July 10, 2024**  
 Publication Date **Aug. 2, 2024**  
 Online Launch **Aug. 12, 2024**



### ISSUE 4

- Focus: Automation Integration
- Industry Topics: Outlook for 2025, Employee Benefit Packages
- Technology Focus: Rubber Compound Development

Ad Closing **Oct. 1, 2024**  
 Materials Due **Oct. 8, 2024**  
 Publication Date **Nov. 1, 2024**  
 Online Launch **Nov. 11, 2024**



OFFICIAL PUBLICATION OF ARPM  
 Association for Rubber Products  
 Manufacturers

7321 Shadeland Station Way, Suite 285  
 Indianapolis, IN 46256  
 P: 317.863.4072 • F: 317.913.2445