

Resources Center

- Distribute your latest product information to 15,000 industry professionals by dedicated eblast & Wechat post.
- Deliver in eNewsletter format, directly to the screens.
- Readers can easily download, email addresses will be collected and provide to advertisers.

Cost (per each resource unit), net US\$ 500

Specifications:

1. One picture of 300 dpi or above , animation picture is not accepted
2. About 100 Chinese words as introduction (50 English words)
3. Click for more details (full description in PDF, or web-link host in AIM website).
4. One email address to receive the leads (email addresses of inquirers). Leads report will be provided two weeks after the distribution



eFocus (eNewsletter)

Position	Dimension (pixels, w x h)	Size	Format	per issue USD
Top Banner	728 x 90	60k	JPG/GIF	1,570
Banner 1	350 x 180	40k	JPG/GIF	1,570
Banner 2,3,4	350 x 60	30k	JPG/GIF	600



White Paper

Deliver your company's technical expertise to a targeted audience of thousands of design engineers looking for solutions to design and development challenges. Position your company as a thought leader and innovator and generate high quality leads for your sales team.

Your White Paper is promoted through multiple channels in the first month, including

- 1x dedicated email blast to AIM full database
- 1x dedicated WeChat post to AIM followers
- Link placement on the HOMEPAGE of the Website during the first month
- Link placement in AIM's "eFocus" E-Newsletters

In addition, your White Paper is archived in the White Papers section of the Website for 12 months with all sales leads captured and delivered to you via email.

	US\$
1x	1,500
4x	5,000
6x	6,600
12x	12,000



Video

The Power of Video Marketing US\$ 1,500

- An effective way to convey your message in a memorable way
- Stand out in the crowd - create that WOW factor
- Helps to convey complex information more clearly by demonstrating your solution
- Drive traffic to your corporate videos or product demonstration videos

Your Video is promoted through multiple channels, including

- Promotion in the AIM's homepage News" section
- Promotion in AIM's website's "Featured Video" section
- A dedicated email broadcast promoting your video
- A dedicated WeChat post to promote the video



Webinar

Generate qualified leads.

Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers and engineering manager sales prospects. A custom webinar provides great branding opportunities for your company.

Live Webcast
US\$5,000

View on demand Webcast
US\$3,500

Sponsorship includes

- Sponsor's executives' participation on the panel
- Event promotion on AI in Manufacturing website
- Event promotion in email newsletters
- Event promotion in AI in Manufacturing
- Attendee names and demographics
- Sponsor's slides and message
- Sponsor's logo on all webinar promotion materials: Banner ads, Email invitations and Registration Page
- Numerous email blasts to AI in Manufacturing database

Benefits include

- Excellent lead generation
- Contact information provided on all registrants
- Ability to add qualifying questions to the registration form
- Available for "on demand" viewing, providing long-term lead-generation
- Q&A session provides market insight and audience interaction



Welcome Ads

Welcome ads (also known as Cover ads or Roadblock ads) are full-page ads that appear on top of the page when arriving at a URL. This unit captures the user's browser for display of the ad and then redirects/closes after a set time (about 10 seconds) or click through, so they have to be viewed. They are programmed to appear only once a day to each user.

Banner sizes: 800x450 or 960x540 pixels

Formats: gif, animated gif, jpg File Size: 40k or less

Most third-party Ad tags can be accommodated but require testing prior to deployment.

	US\$
1 week	1,500
2 weeks	5,000
4 weeks	6,600