

CUSTOMER LIST

FIA has made available an updated marketing tool for manufacturers of custom forged products—a list of about 4,000 design engineers, purchasing agents and company managers that buy, specify or have shown interest in sourcing metal forgings.

How this list was assembled

FIA assembled this list from:

- Direct mail responses from several leading design and purchasing-oriented trade publications.
- Customer trade shows over several years.
- Request for Quote postings on the FIA website.
- Respondents to FIA promotional campaigns offering customer-oriented materials.

What makes this list attractive?

The list was formed using customer market segments that are known to buy and use forgings.

It includes individuals who requested information on forging suppliers or the forging process.

The \$100 list fee is quite reasonable, especially when compared to similar lists costing hundreds or thousands of dollars.



The small print

Please note the following:

- The list focuses mainly on North American companies.
- Most records include an individual's name, title, company, address, city, state, country and zip/postal code. Phone/fax and e-mail are supplied where available.
- Every effort has been made to avoid duplicate records. However, FIA cannot guarantee duplicates will not be found.
- Although the list was recently updated and re-qualified, FIA cannot guarantee complete accuracy of personnel names.
- The list will be supplied on CD-ROM. File size is approximately 2.4 MB.

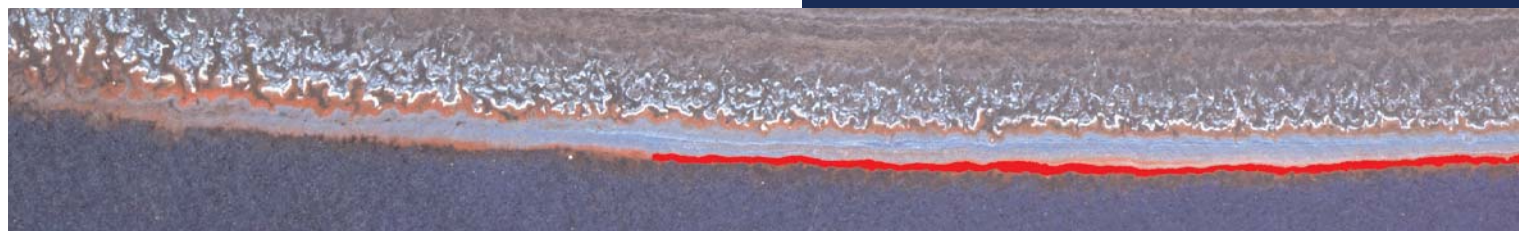
PROMOTE YOUR PRODUCTS & SERVICES TO THE WORLD

For FIA members only

ECONOMICAL EASY EFFECTIVE

Why advertise on the FIA website?

- The FIA Website averages 35,000 visitors (and over 1 million hits) per month.
- The FIA Website is the recognized portal for the global forging industry. It comes up within the top two sites when searching for 'forging' on all major internet search engines.
- FIA can track/report by month the number of visitors who have viewed your ad and the number of times a visitor has clicked on your ad and was directly linked to your company's website.
- Your ad will stand out without being obnoxious. FIA will not accept 'pop up' or 'flashing' ads. Only three ads per page will be seen at any one time.
- People who visit the FIA Website do so of their own choosing. They want to learn more about the forging process, its producers and the materials, equipment and services used to make forged components.
- It's very affordable! FIA Website advertising is a fit for any size marketing budget.
- No extra charge for using color. Spice up your ad as you see fit!



How does FIA website advertising work?

Three "tab" ads will appear on each of the pages identified for advertising. For forging producers, those pages are the Forging Facts, Buyers Guide Producers and the Design Engineering Center home pages of the FIA Website. For supplier members, those pages are Buyers Guide Suppliers and Forge Fair pages. These pages have consistently ranked in the top ten most visited pages.

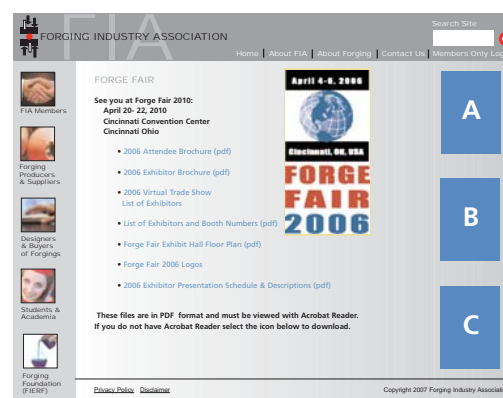
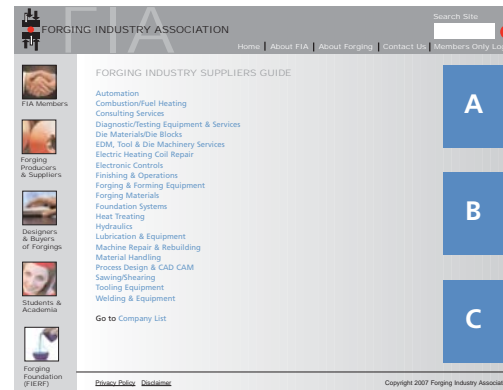
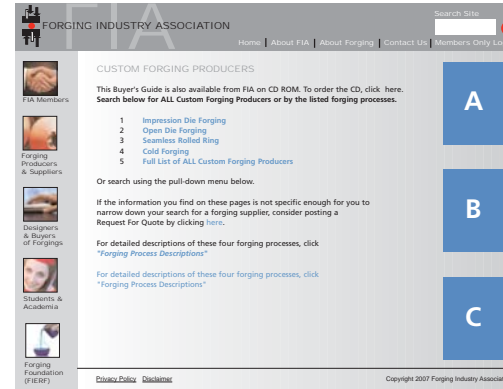
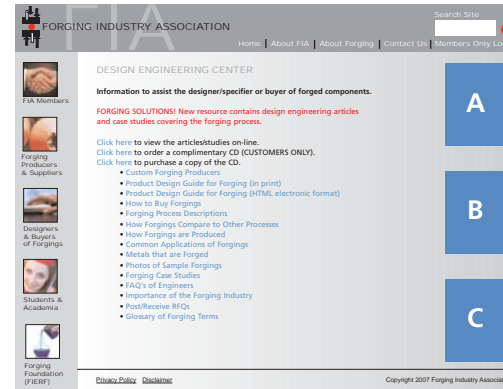
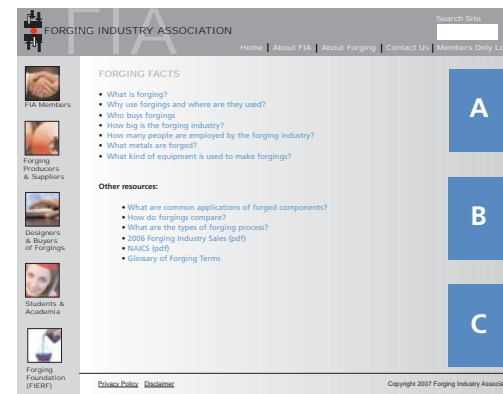
All advertising will be in package format, meaning all producer ads will appear on all three of the pages mentioned on the right and all supplier ads will appear on the two identified on the right. The ads will rotate among the advertisers each time the web page is opened or the refresh button is hit.

Ads will NOT flash, pop up or hide underneath. Ads will also rotate among the A, B and C spots on each page, again only when the web page is opened or the refresh button is hit.

Because the ads rotate, all advertisers are afforded equal ad positioning.

Your ad may be changed once per quarter at no charge as long as all appropriate electronic copy/art/graphics are supplied in final form.

Companies that initially ran their ads for a 12-month block have realized consistent and productive activity and have continued to renew each year since 2004. In 2006, the tab ads of these companies had a combined average of over 6000 views and 30 click thrus to their company's websites per month.



Forging Producer ads will appear on these three pages.

Forging Supplier ads will appear on these two pages.

The details

What is my cost and time commitment?

Ads are sold in package format only. However, you may specify 3, 6 or 12 month runs. A 10% reduction off the quarterly price is built in for advertisers selecting the 6 month block, and a 30% reduction is afforded advertisers who buy a year's run.

Tab Advertising Package

3 month block\$500
 6 month block\$900 (10% reduction)
 12 month block\$1400 (30% reduction)

What are the mechanics of the ad?

- The electronic size should be 120 x 240 pixels (max) at 72 dpi resolution with the file size being no bigger than 90 k.**
- BMP, JPG or GIF files only, please. Animated GIF files NOT accepted.
- Ads must be supplied in final form.

** The viewed size of the ads will vary, depending on the settings of the viewer's computer. For example, at a computer setting of 800 x 600 pixels, ads will appear to be 4.1/2 inches high x 2 inches wide. At 1024 x 768 pixels, the ad will appear by 3 1/4 inches high by 1 1/16 inches wide.

Any terms or conditions I should be aware of?

- Ad packages begin at first day of the month following FIA receipt of signed contract, fees and artwork.
- A year is defined as 12 month period following start date.
- Ad fees will be due upon receipt of signed contract, and must be paid in advance of ad run.
- Should FIA membership terminate before completion of ad term, ad will be removed from website and no refund (full or pro-rata) will be made available.
- FIA website ads are non-commissionable to advertising agencies.
- FIA has the right to refuse any ad based on content that may be deemed excessive, unfair, objectionable or unreasonable.

Marketing Tool Order Form

Please complete the following:

Name _____

Title _____

Company Name _____

Street Address _____

City _____ State _____ Zip/Postal Code _____

Phone _____ Fax _____

Email _____

Signature _____

Please select the marketing tool(s) you are purchasing:

WEBSITE AD

Please indicate ad package:

- 3 month block\$500
- 6 month block\$900
- 12 month block\$1400

1

_____ URL address to which ad will link

CUSTOMER LIST

Please indicate ad package:

Fee: \$100 (Ohio Residents add 7.5% sales tax.)

- Send me the list on CD-ROM
- I prefer the list e-mailed to the e-mail address below

2

_____ E-mail address

Please indicate form of payment:

- Check (payable to FIA in U.S. funds drawn on U.S. bank)
- Bill my credit card: Visa Mastercard AMEX

Card # _____ Expiration Date _____ Security # _____

Signature _____

Send completed form, ad art (for website ads only) and payment to:

Forging Industry Association
1111 Superior Ave., Suite 615, Cleveland, OH 44114
Phone: 216.781.6260 Fax: 216.781.0102 Email: pat@forging.org

