

# FOCUSPM rate card

## What is FocusPM?

MPFI began distribution of this publication in January 2013. The FocusPM cover's pertinent industry news as well as updates on PM professionals in the news and company updates. In addition, industry videos, employment lists, publications and e-learning information will also be featured. So, you'll have all the PM news delivered to you inbox in one publication twice a month.

## Who gets FocusPM?

Approximately 10,000 PM industry professionals will receive the publication bi-weekly.

## Promotional Opportunity

Logo ads will now be available so you can display your logo and have it link to a location of your choice.

## Rates

### MPFI member companies & IJPM Advertisers Rate List

	MPFI member companies & IJPM Advertisers Rate	List
2 times	\$900	\$1,200
4 times	\$1,440	\$1,920
6 times	\$1,890	\$2,520
12 times	\$3,240	\$4,320
24 times	\$5,400	\$7,200

Premium Position\* 24 times A 25% surcharge will be charged based on category above

## Material Requirements

- Your logo should be 160x80 pixels in a .jpg or .gif format
- You must tell us what this logo ad should link to

## Other Important Information

These are not animated/flash buttons  
 No classified, auctions or conference/course buttons will be accepted  
 \*Premium position is the first button that will appear on the list.  
 If there are multiple requests for this position it will rotate monthly between these companies

The screenshot displays the FocusPM website interface. At the top left is the FocusPM logo with the tagline 'NEWS & INFORMATION OF VALUE TO THE WORLD OF POWDER METALLURGY'. Below the logo is a 'January 9, 2013' date and a 'TO OUR READERS' section. The main content area includes a 'FEATURED VIDEO' section with a video player and a 'CALENDAR' section listing various events. There are also sections for 'EMPLOYMENT LISTINGS', 'PM PUBLICATIONS', and 'E-LEARNING'. The website features a clean, professional layout with a blue and white color scheme.