

ONLINE OPPORTUNITIES

In addition to print advertising, we offer these additional ways to promote products and services to the industrial community.

MRO ONLINE

Our website, mromagazine.com, features staff-written daily industry news, archives of past issues, useful links to important resources, up-to-date industry events, vendor directories, and more. With total monthly visits of 116,539, including 21,865 unique visitors, and 592,775 page views per month⁺⁺⁺, mromagazine.com offers compelling marketing opportunities.

⁺⁺⁺ August 2007 WebTrends Audit Report

WEEKLY E-NEWSLETTER

Get your advertising message out to maintenance professionals quickly and effectively. Sponsor MRO Magazine's weekly electronic newsletter with a variety of ad sizes. Each program is customized to your needs. Distributed to 9,057 subscribers every Tuesday morning.

ONLINE RATES

Home Page

Super banner ad (728 x 90 pixels)	\$1,800 per month
MAX FILE SIZE 30KB GIF OR FLASH FORMAT	
Big box ad (300 x 250 pixels)	\$1,500 per month
MAX FILE SIZE 30KB GIF OR FLASH FORMAT	
Skyscraper ad (160 x 600 pixels)	\$1,000 per month
MAX FILE SIZE 30KB GIF OR FLASH FORMAT	
Small box ad (120 x 90 pixels)	\$500 per month
MAX FILE SIZE 6KB GIF OR FLASH FORMAT	

MRO E-Newsletters

Weekly electronic newsletters: \$400 per ad (super banner, big box or skyscraper), or \$1,400 per month (four e-newsletter broadcasts).
MAX FILE SIZE AS POSTED ABOVE. GIF FORMAT ONLY.

Custom Email Broadcast Advertising

Launching a new product? Get the word out fast. Customize your own e-blast electronic mailing and we'll send it to MRO Magazine's qualified e-mail subscribers.
Customized email: \$350/M (1,000 names).

FTP: Uploading Files to Machinery & Equipment MRO

FTP Uploads using Microsoft Internet Explorer: It is preferable to use FTP client software such as WS_FTP or CuteFTP for PCs, or Fetch for Macs. PC users also can use Internet Explorer to upload files to our FTP server.

Copy the following into the browser address bar: **ftp://bigftp.businessinformationgroup.ca**

This will take you directly to the login page. When you see a prompt for a user name and password, use the following:

User name: mroads

Password: toronto

Copy and paste your files into the 'mro ads' folder. Do not use Drag and Drop.

NOTE: You must tell us when you have placed files on our FTP server and provide us with the exact file names. Please send an e-mail with these details to your MRO Magazine contact immediately after uploading any files. If you have problems, contact Advertising Production.