

15 MEDIA KIT

Event Sponsorship/Exhibitors

Sponsorship and exhibit opportunities are available throughout the year for numerous highly targeted AIAG events and webinars.

eAdvertising

Advertise on AIAG.org and targeted weekly eNewsletters to reach new customers.

Supplier Connect

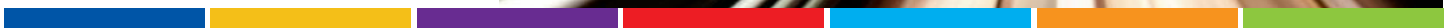
Do you want additional opportunities to highlight your company with purchasing managers throughout the industry? AIAG is happy to offer both graphic and text advertising opportunities in our Supplier Connect Database.



Contact us for more information:
(248) 358-3003
fax (248) 799-7995

Visit our website:
www.AIAG.org

PROMOTE



Event Sponsorship

Sponsorship and exhibit opportunities are available throughout the year for numerous highly targeted AIAG events and webinars.

We are also now offering print advertising opportunities in all event program guides. This is the perfect way to get your message in front of distinctly targeted audiences!

eAdvertising

Advertise on AIAG.org and targeted weekly eNewsletters to reach new customers.

Distributed monthly, our eNewsletters cover a range of topics to keep professionals abreast of global happenings, regulations, standards, current initiatives, special events, and more.

AIAG.org provides an array of content to keep its members and others connected to its work on behalf of the industry, and is your company's gateway to reaching the decision makers who turn to AIAG for information on a regular basis.

Supplier Connect

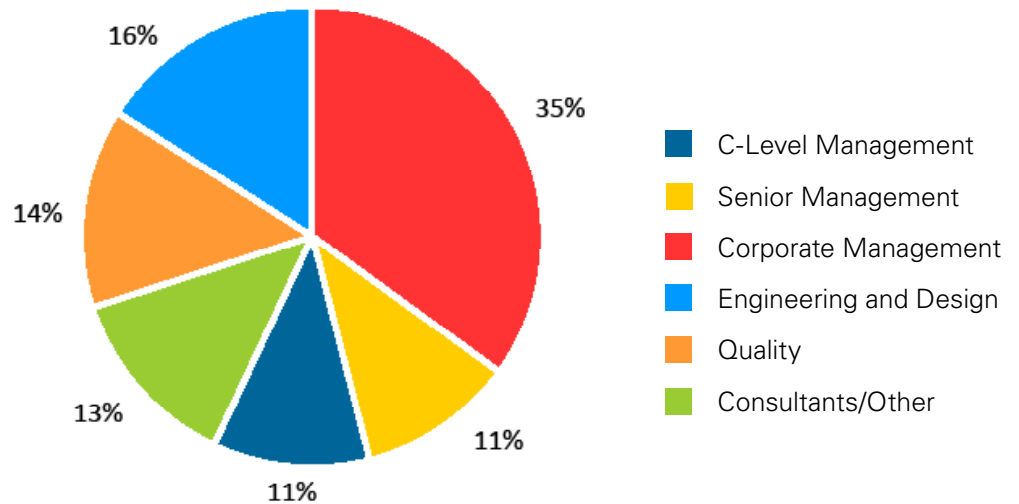
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OUR AUDIENCE

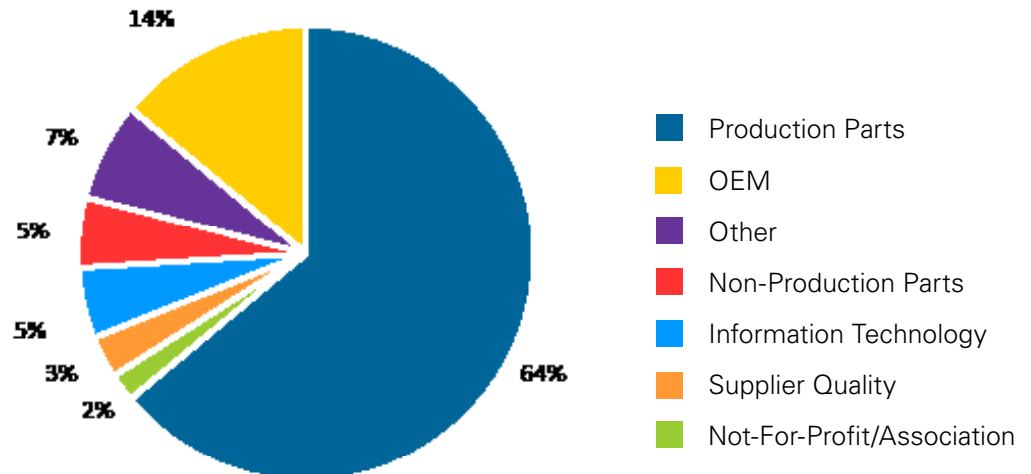
AIAG members are directly involved in the automotive supply chain. Our audience is comprised of more than 60,000 industry participants around the world representing more than 900 organizations.

AIAG's sales team is available to listen to your goals, learn your marketing objectives, develop a program with the right mix that meets your advertising and budget needs, and most importantly, assist you with a smooth execution.

Subscriber Job Function



Subscriber Business/Industry Category



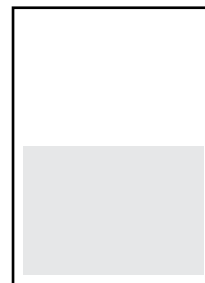
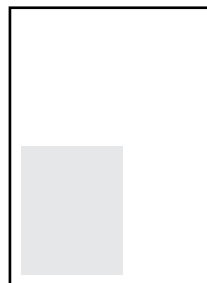
EVENT SPONSORSHIP OPPORTUNITIES



2015 Events	Date	Location
2015 Corporate Responsibility Summit	April 29 – 30, 2015	Novi, MI
Packaging Technical Networking Session	May 12, 2015	Southfield, MI
2015 Supply Chain Summit	June 16, 2015	Livonia, MI
2015 AIAG Member Golf Outing	June 17, 2015	Plymouth, MI
2015 Quality Summit	September 22-23, 2015	Novi, MI
2015 IMDS & Product Compliance Conference	October 13-14, 2015	Novi, MI
2015 Customs Town Hall	November 17, 2015	Livonia, MI

EVENT PROGRAM GUIDE ADVERTISING

Advertise your product or service in one of our event program guides! This is the perfect opportunity to get your message in front of audiences targeted directly to your offering! With events geared towards Supply Chain Management, Quality, Corporate Responsibility, Engineering, and more, there is no better place to promote your company to the audience of your choosing!



	1/4 page, full color ad	1/2 page, full color ad
Advertising Rates (Net amount in U.S. Dollars)	\$450	\$750
Specs	3.625" w by 4.125" h	7.5" w by 4.125" h

For information on event program advertising, please contact Shannon Osburn at 248-213-4642 or sosburn@aiag.org

EVENT SPONSOR/EXHIBITOR BENEFITS

Benefits	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Premium Exhibitor	Standard Exhibitor
Complimentary registration(s) for your organization	5	4	3	1	1
Opportunity to give key customers complimentary registrations (not valid on previously purchased registrations)	4	3	2	N/A	N/A
Discounted pricing for company registrations	25%	20%	15%	N/A	N/A
Exhibit booth	Premium Booth or Premium Placement	Standard	Standard	Premium Booth or Premium Placement	Standard
Free full color ad in event program	Full page ad	1/2 page ad	1/4 page ad	N/A	N/A
Discounted rates on all AIAG website and newsletter advertising within 60 days before or after the event	50% off	40% off	30% off	N/A	N/A
Free button ad on AIAG website	for 2 months preceding event	for 1 month preceding event	for 2 weeks preceding event	N/A	N/A
Free E-newsletter article within 60 days before of after event	2	1	N/A	N/A	N/A

Pricing varies per event. See Events tab on www.aiag.org for pricing

A La Carte Sponsorship Benefits

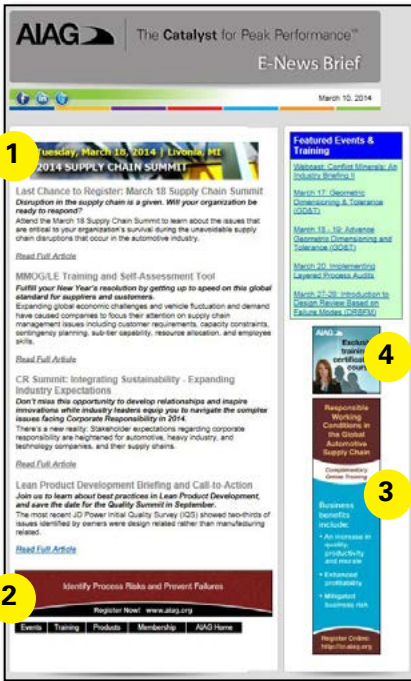
- **Conference Bag Sponsor** - Logo on conference tote bag handed out to all attendees at the conference.
- **Lanyard Sponsor** - Logo on lanyards worn by all attendees at the conference.
- **Networking Reception Sponsor** - 1 complimentary registration. Logo on all tables during the networking reception.
- **Lunch Sponsor** - Logo on tables during lunch at the conference.
- **Breakfast Sponsor** - Logo on tables during breakfast at the conference.
- **Conference Bag Insert** - Supply 300 items to be inserted in the conference tote bag to be given to attendees at registration.

Sponsors/Exhibitors Will Receive:

- Company logo on event website with hyperlink to company website (sponsors only)
- Company name with hyperlink to company website and company description on event website (all exhibiting companies)
- Attendee list with contact information a week before the event
- Final attendee list with contact information within 3 days of event completion
- Company logo on presentation screens (sponsors only)
- Company logo (sponsors) or name (exhibitors) on event signage
- Facebook post announcing sponsorship/exhibiting
- Tweet sent out announcing sponsorship or exhibitor with company's twitter handle
- Company logo with hyperlink to company website on event app

For information on event sponsorship or exhibitor opportunities, please contact Shannon Osburn at 248-213-4642 or sosburn@aiag.org

E-NEWSLETTER ADVERTISING



More than 50,000 members of auto makers, suppliers of all sizes, manufacturers, service providers, academia, and government rely on AIAG to keep them updated on the latest developments, standards, best practices and initiatives for harmonized business practices.

Distributed monthly, our eNewsletters cover a range of topics to keep professionals abreast of global happenings, regulations, standards, current initiatives, special events, and more.

Choose from 6 E-Newsletters to target your message directly to an audience of your choosing.

E-Newsletters (monthly)

Corporate Responsibility Update

Addresses emerging and global issues in corporate social responsibility and environmental health and safety. Distribution: 4,360

E-News Brief

Global automotive industry news, member success stories, and need-to-know information on AIAG products and events. Distribution: 49,739

E-Flash Informative

Spanish-language version of E-News Brief. Distribution: 3,844

Quality Standards & Tools

Initiatives and standards updates to help member companies comply with their customer requirements. Distribution: 8,252

Estándares y Herramientas de Calidad

Spanish-language version of the Quality Standards and Tools eNewsletter. Distribution: 3,844

Supply Chain Initiatives

Important information on customs regulations, materials management best practices, and automatic identification/RFID standards. z Distribution: 4,460

Position	Specs	Advertising Rates (Net amount in U.S. dollars)
Lead Sponsor <i>Includes one banner ad plus one button ad linked to sponsor's website</i>	400 x 65 px (banner ad) 120 x 120 px (button ad)	\$1,300
1- Top Banner Ad <i>One per eNewsletter</i>	400 x 65 px (maximum size: 40k)	\$1,000
2- Bottom Banner Ad <i>One per eNewsletter</i>	400 x 65 px (maximum size: 40k)	\$500
3- Skyscraper <i>One per eNewsletter</i>	140 x 450 px (maximum size: 40k)	\$750
4- Button Ad <i>Up to three per eNewsletter</i>	140 x 140 px (maximum size: 40k)	\$350

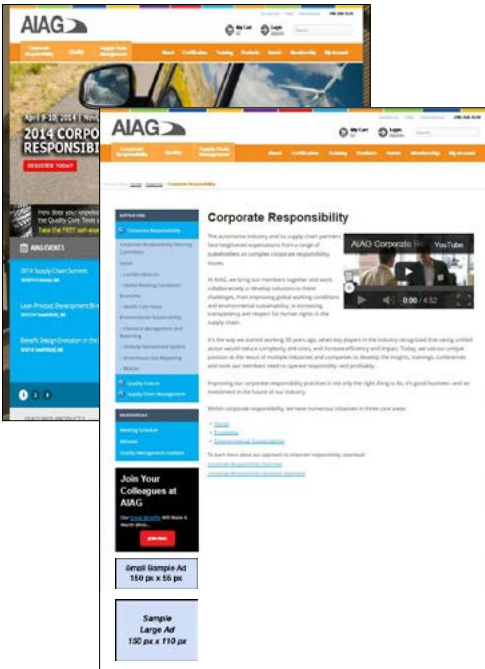
All files must be sent to Stacey Smith at ssmith@aiag.org.

AIAG WEBSITE ADVERTISING



AIAG.org Statistics (2014 Results)

- 54,000 visits per month
- 233,000 page views per month
- 33% returning visitors, 67% new visitors
- 46% Female, 54% Male
- 94% desktop, 6% mobile/tablet
- Demographics by Country (Top 10):
 - U.S. - 55%
 - India - 6%
 - Mexico - 5%
 - Germany - 5%
 - Canada - 3%
 - China - 2%
 - U.K. - 2%
 - Japan - 2%
 - Italy - 2%
 - Brazil - 1%



AIAG.org provides an array of content to keep its members and others connected to its work on behalf of the industry.

The AIAG website includes the latest on automotive industry standards and guidelines, AIAG-sponsored special events, webinars, committee and project team initiatives, industry volunteer activities, products and services, training, certifications and a broad selection of downloadable documents for purchase.

AIAG.org is your company's gateway to reaching the decision makers who turn to AIAG for information on a regular basis.

AIAG.org does not run ads on its home page. All advertisements are run-of-site and appear on every page in the site with the exception of the home page.

Size	Specs	Advertising Rates (Net amount in U.S. dollars)
1- Large Button Ad <i>Two available</i>	150 x 110 px (maximum size: 20k)	\$500
2- Small Button Ad <i>Two available</i>	150 x 55 px (maximum size: 20k)	\$250
Additional Information	<ul style="list-style-type: none"> • We can only accept JPEG (.jpg) or GIF (.gif) files • Animation is acceptable for non-shared ad space • Ads with a light-colored background and thin black border are preferred to ensure maximum visibility • All ad files are due seven day before the beginning of the advertising month 	

All files must be sent to Stacey Smith at ssmith@aiag.org.

ADVERTISING PACKAGES



Contact Us

Advertising Sales

Shannon Osburn
AIAG
248.213.4642
sosburn@aiag.org

AIAG Headquarters

26200 Lahser Road
Suite 200
Southfield, MI 48033
248.358.3003
www.aiag.org



Cost-effective options for companies that take a comprehensive approach to advertising.

Here's your chance to get your message in front of your target audience when they visit the AIAG.org webpage, and when they receive our monthly E-Newsletters.

This is the ideal opportunity to gain brand recognition within the automotive industry!

Package Description	Annual Rate(Net amount in U.S. dollars)
Platinum <ul style="list-style-type: none"> Lead sponsor of eNewsletter of your choice for 12 issues (1 year) AIAG website button ad (1 year) 	\$9,000
Gold <ul style="list-style-type: none"> Lead sponsor of eNewsletter of your choice for six issues (6 months) AIAG website button ad (6 months) 	\$6,000
Silver <ul style="list-style-type: none"> Lead sponsor of eNewsletter of your choice for four issues (one quarter) AIAG website button ad (4 months) 	\$3,000

All files must be sent to Stacey Smith at ssmith@aiag.org.

ADVERTISING ON SUPPLIER CONNECT



Contact Us

Advertising Sales

Shannon Osburn
AIAG
248.213.4642
sosburn@aiag.org

AIAG Headquarters

26200 Lahser Road
Suite 200
Southfield, MI 48033
248.358.3003
www.aiag.org



Looking for automotive suppliers who understand and have committed to the power of quality and collaboration? You've found the right place: AIAG's Supplier Connect.

AIAG's Supplier Connect database gives users a better way to search and find the skills, products, and services they require, searchable by commodity, keyword, and capability. Our ever increasing database of suppliers cover the breadth of the auto industry, allowing access to the products our visitors need and to the people who can supply them.

Do you want additional opportunities to highlight your company with purchasing managers throughout the industry? AIAG is happy to offer both graphic and text advertising opportunities that fit your company's goals. Contact AIAG customer service at memberinfo@aiag.org or call 248.358.3003 for more information.

Position	Specs	Advertising Rates (Net amount in U.S. dollars)
Top Banner Ad <i>12 Available</i>	1024px x 100px	\$1,500
Block Ad <i>Unlimited</i>	100px x 100px	\$750
Text Advertisement <i>12 Available</i>	Provide a short text advertisement, 2 sentences max	\$750

All files must be sent to Stacey Smith at ssmith@aiag.org.