



Motor & Equipment Remanufacturers Association  
Making a Difference for the Remanufacturing Industry

## **Exclusive Media Sponsorship Package**

**Reach an elite audience of senior remanufacturing industry executives ...**

The Motor & Equipment Remanufacturers Association (MERA) offers exclusive sponsorship opportunities for companies in *Remanufacturing News* and at MERA.org.

### ***Remanufacturing News***

*Remanufacturing News* is the official weekly publication of MERA, featuring insight into industry topics, trends and issues as well as updates on MERA events, councils and other activities. As the exclusive sponsor of *Remanufacturing News*, your company message will reach an audience of:

- More than 780 electronic subscribers
- Key decision makers in the remanufacturing industry
- Other senior executives who are engaged in the automotive and heavy-duty aftermarket

### **MERA.org**

MERA's official website is MERA.org. The site contains valuable information on the activities at the association and the remanufacturing industry. Members and guests visit the site daily to obtain information on new members, track updates associated with the Manufactured Again™ program, and more. In addition, regular updates appear on the homepage for:

- *MEMA Industry News* (daily)
- *Remanufacturing News* (weekly)
- Featured events and council meetings (regularly)

### **Included in Sponsorship Package:**

*For one complete month, sponsor shall have placement of vertical and horizontal banner ads and their company logo as follows:*

- ***Remanufacturing News***: Vertical banner ad (with link to company website)
- **MERA.org**: Horizontal banner ad and placement of company logo (with links to company website)

**Non-Member Rate: \$2,000 per month**

**MERA Member Rate: \$1,000 per month**



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## Ad Specifications

As the exclusive media sponsor, a vertical banner will be included in *Remanufacturing News*. Your company logo will also be included on the MERA homepage and a banner ad will be added to the *Remanufacturing News* landing page.

- Vertical and horizontal banner ads:
  - One (1) vertical banner ad: 140 x 600 pixels (W x H) for electronic distribution
  - One (1) horizontal banner ad: 470 x 90 pixels (W x H) for website
  - GIF or JPG format acceptable, animated GIF also acceptable
  - File size: 20K max
  - Full Color
  - Web address for link
- Company Logo:
  - Can be TIF or JPEG formats
  - Logos can be full-color

### Submit items by e-mail to:

Tom Rippinger  
Manager, Communications & Member Services  
Email: [trippinger@mera.org](mailto:trippinger@mera.org)  
Phone: (248) 213-4664

### About MERA:

The Motor & Equipment Remanufacturers Association (MERA) is a trade group of many businesses—both large and small—in the remanufacturing industry. This network of remanufacturers, suppliers and professional service firms is committed to moving the industry forward for the benefit of consumers and our national economy. MERA promotes the environmental, economic and product performance benefits of remanufactured products. MERA is an affiliate of the Motor & Equipment Manufacturers Association (MEMA), which has been serving the needs of motor vehicle parts suppliers since 1904.

MERA's mission is to advance the business interests of this network of remanufacturers, suppliers and professional service firms by:

- **Providing a forum** for members to address issues of common interest
- **Serving as a resource** for industry information and analysis
- **Promoting the interests** of the remanufacturing community
- **Serving as a positive change agent** for the industry



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## Exclusive Media Sponsorship Agreement

Contact Person: ☐ Mr. ☐ Mrs. ☐ Ms. \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Web Address for Banner Ad Link: \_\_\_\_\_

**1. We wish to sponsor the following issues of *Remanufacturing News* in 2013:**

- |  |                                 |                                    |
|--|---------------------------------|------------------------------------|
| <input type="checkbox"/> January SOLD  | <input type="checkbox"/> May    | <input type="checkbox"/> September |
| <input type="checkbox"/> February SOLD | <input type="checkbox"/> June   | <input type="checkbox"/> October   |
| <input type="checkbox"/> March SOLD    | <input type="checkbox"/> July   | <input type="checkbox"/> November  |
| <input type="checkbox"/> April         | <input type="checkbox"/> August | <input type="checkbox"/> December  |

**2. Total:**

Sponsorship investment per month (Non-Member) \$2,000: \_\_\_\_\_

Sponsorship investment per month (MERA Member) \$1,000: \_\_\_\_\_

**Total Due:** \$ \_\_\_\_\_

**3. Method of payment (select one):**

- ☐ Attached / Enclosed P.O.
- ☐ MERA to issue invoice
- ☐ Attached/Enclosed is a check for: \$ \_\_\_\_\_
- ☐ VISA      -or-      ☐ MasterCard      -or-      ☐ American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Print Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Mail completed order form with an enclosed check made out to MERA,  
or fax completed form with credit card payment to (248) 750-1281.