



**FASTENER
NEWS**

2023

D i g i t a l M e d i a & D i s t r i b u t i o n



FASTENER
NEWS

"ALL THINGS FASTENATING"



MENU





Our commitment to the Fastener Industry:

Fastener News Desk will donate 2% of yearly profits, up to \$10,000.00 per year, to help support industry scholarships and programs that advance the next generation of fastener industry professionals.





FASTENER NEWS

FND HOMEPAGE & BANNER AD OPTIONS

NOTE:

- ALL BANNER ADS APPEAR ON THE HOMEPAGE OF FND FOR **3 MONTHS**
- Banner, Small and Medium Ads *DO NOT APPEAR on PRODUCT SEARCH PAGES

Featured Banner

Ad Dimensions:
948 x 125 pixels
Appears on Homepage

Medium Ad Space

Ad Dimensions:
240 x 400 pixels
Appears: Throughout site

Small Ad Space

Ad Dimensions:
234 x 60 pixels
Appears: Throughout site

Tier 2 Banner

Appears on Homepage

Ad Dimensions:
948 x 125 pixels

Tier 3 Banner

Appears on Homepage

Ad Dimensions:
948 x 125 pixels

AD REQUIREMENTS:

File Type: JPEG
File size: SEE AD SIZES



Your Story

Here's your chance to get your company in front of the fastener industry with a self-written story about your company and products. Content will be published, based on availability, as sponsored content at FND. Sponsored content is shared through FND social channels, and a link to story will appear within our monthly email newsletter.

Shared 3X at Twitter and 3X at LinkedIn.



Note: 500-800 words; may include images and company logo; all submissions will be reviewed before publishing.

Story & Image:
File: Word Doc
Image: JPEG
Dimensions: 950 x 640 pixels
Duration: 30 Days



Story Sponsor

This option is economical and pretty cool too!
Reserve your FND in-blog story sponsor in one of
our many topic categories.

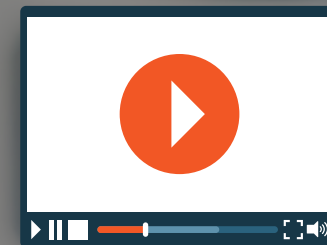
Includes the ability to display an image and
headline. Material will appear in a FND post
during the purchased time period.

Ad Image:
File: JPEG
Dimensions: 200 x 200 pixels

The image shows a laptop screen with a red rectangular area containing the text 'Ad Image:', 'File: JPEG', and 'Dimensions: 200 x 200 pixels'. The laptop is white with a black outline, and the background is a blurred image of various metal fasteners like bolts and nuts.



FASTENER NEWS



FND WEEKLY PODCAST SPONSOR

VIDEO: Created by FND

- Sponsor featured AD appears in our weekly 'IN THE NEWS' podcast
- Featured on FND homepage
- Featured in weekly FND email newsletter
- Appear on Fastener TV at YouTube
- Content distributed weekly on social platforms





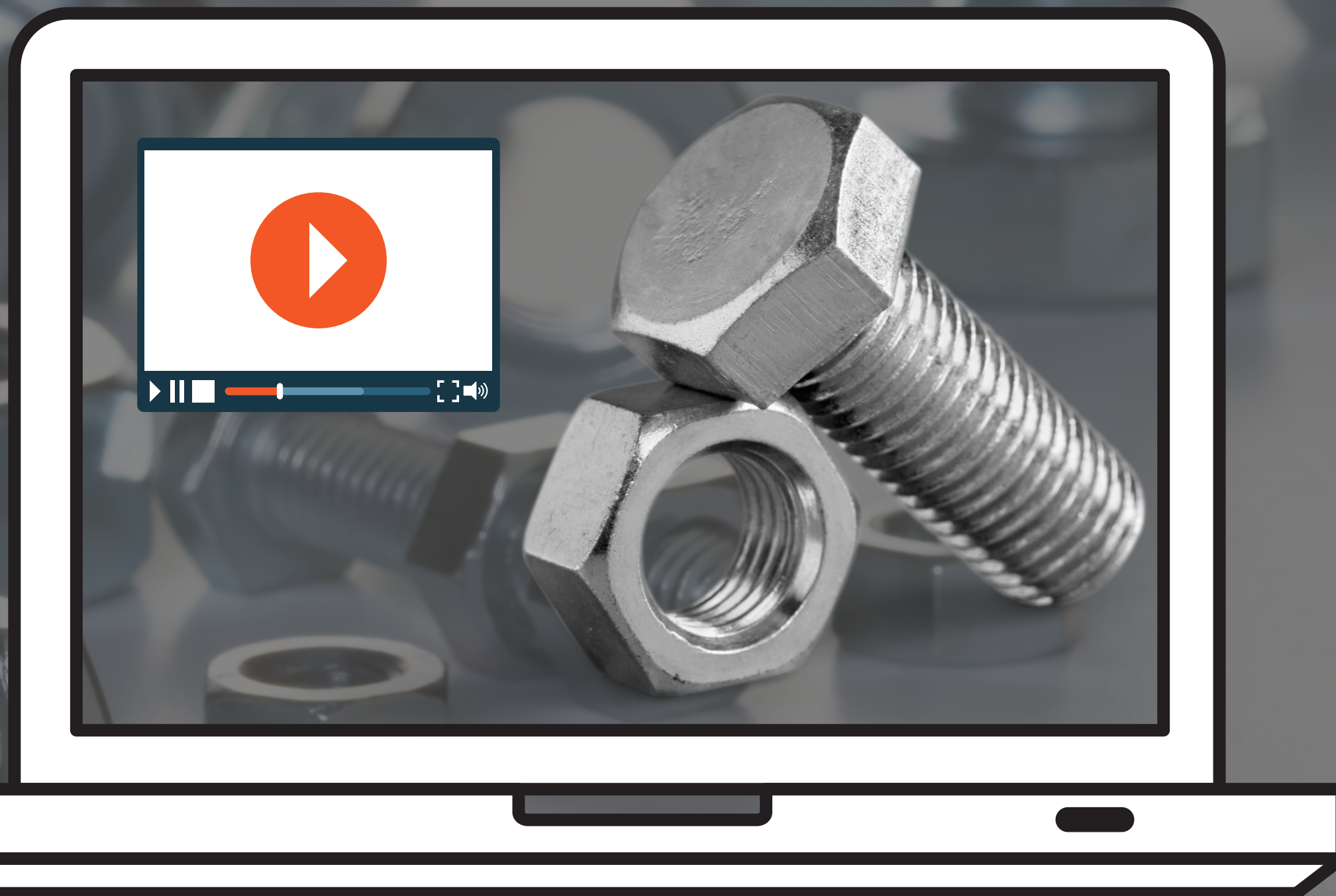
FASTENER NEWS



Video Advertisement

Created by FND or use your content

- Featured on FND homepage
- Featured in weekly FND email newsletter
- Appear on FastenerTV on YouTube
- Content distributed weekly on Twitter and Linked In communities.



1 minute or less Video | Text: 1000 - 2500 words



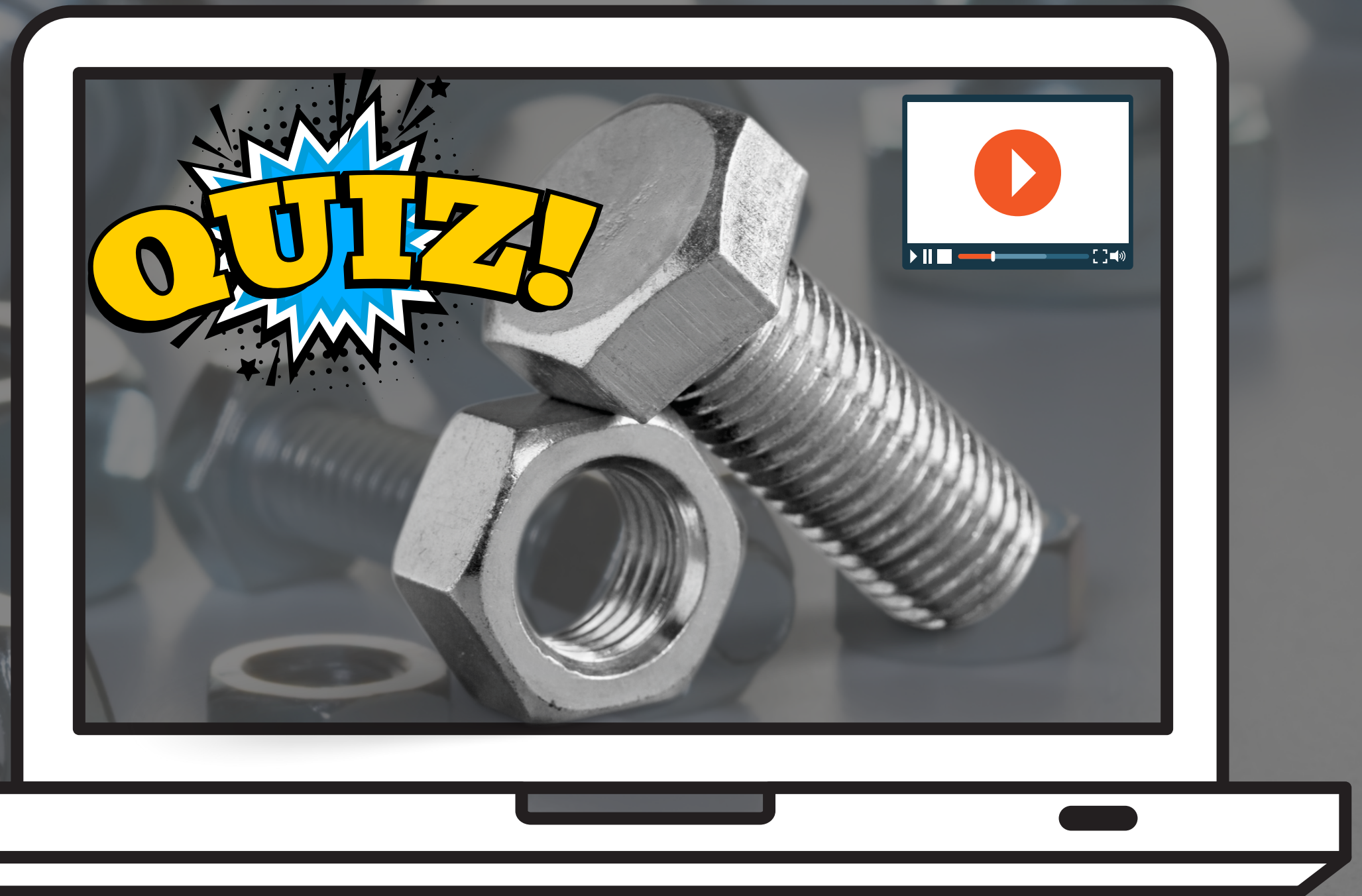
**FASTENER
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Fastener Pop Quiz SPONSOR

FASTENER POP QUIZ VIDEO is Created by FND

- Your Company Branded video
- Featured on FND homepage
- Featured weekly FND email newsletter
- Appears on FastenerTV at YouTube
- Content distributed bi-weekly on Twitter and LinkedIn communities.
- Includes two videos per month



Video: 1 minute or less | Text: 1000 - 2500 words



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Sponsor Pages

Sponsor Pages are separate and permanently hosted pages on our website containing advertisers material. They are not part of our regular blog stream and will be posted as sponsored content.

Image: JPEG

Dimensions: 950 x 640 pixels

1 Youtube video

Content: 500 – 800 words

Sponsor Pages can include several types of media including:
eBooks, case studies, whitepapers,
text, graphics, and video.



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Product Search Banner:

Image:

File: JPEG

948 x 125 pixels



Product Search Category Ad:

Image:

File: JPEG

234 x 60 pixels





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Interview

A sponsored interview that will appear in a featured section on FND home page, will promote your business and give the positioning you need with new prospects. Interview content is shared through our social channels. The content will appear within an upcoming email newsletter.

Shared 3X at Twitter and 3X at LinkedIn 

Content: 500 – 800 words)

Logo: JPEG (Links to your website)

Dimensions: 950 x 640 px





Mentions: 5 X 5 

Get some extra love's and the attention from the largest social media following in the fastener industry!

A sponsored limited character message shared through our social channels, which may contain a link to your company's page. Your thoughtfully crafted message has the potential to reach 1000's of industry professionals.



Shared 5X at Twitter and 5X at LinkedIn over a 90 day period. 

Character counts apply.

Twitter: 280 characters | LinkedIn: 500 characters

Image size: 1600 x 900 px Image size: 1200 x 1200 px





Sponsored Email Campaign:

Get a dedicated email campaign that offers a high value promotion of your business message, sent directly to our email newsletter subscribers, and to fastener and manufacturing industry professionals with links to your campaign content or landing page.

Ad Dimensions: 600 x 200 pixels

File Type: JPEG

Word Count: 50-150

Image: Up to 3





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Sponsor: FND Email Campaign Banner

TOP POSITION:

Your ad appears at the top position of one of upcoming email newsletters, sent monthly to more than 5,000 fastener industry professionals.

Ad Dimensions: 600 x 200 pixels

File Type: JPEG

Link to your website or landing page





Video Feature:

Have your company video featured on our homepage at FND's FastenerTV featured section. Video will additionally be posted to our YouTube Channel. [Youtube.com/FastenerTV](https://www.youtube.com/FastenerTV). Video will be featured for a minimum of 2 weeks, and will be posted to FND for 90 days.

Video will be shared 3x through our FastenerTV social channels.

*Video creation services available – contact us for pricing





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Creative Services:

Custom quote is available for any special services you may require. Please let us know how we can assist your marketing team to make your campaign a sure success.



Fastener Distributors & Manufacturers
and Industry Providers

Reserve your ad space today!
Call: 1-877-Fasteners (327-8363)

Digital Ad Space is sold first come first serve



Wherever you see the evergreen tree symbol it means that the content continues to appear over time, it has no expiration date and therefore does not become obsolete. This type of content will have the same value for users today or in a year.



**FASTENER
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WEED MEDIA KIT



FASTENER NEWS

- **55,000 + Industry Professionals**
- **6500 + LinkedIn Fastener News Group**
- **7500 + Fastener Industry VIP (Email)**
- **27.0% Email Open Rates**
- **Average Click Rate 8.6%**



FND AUDIENCE DEMOGRAPHICS

The Fastener News Desk audience is made up of thousands of professionals at every tier of the fastener, distribution, manufacturing, construction, engineering, technology, aerospace, Workforce/Skills Gap, STEM, 3D printing and additive manufacturing industries. We reach CEOs, executives, managers, purchasing agents and company employees who care about staying informed about the world in which they work and live.



FASTENER NEWS

About FND



Fastener News Desk is your 'fast' connection to everything in the fastener industry. FND is brought to you by industry veterans with the know-how and expertise to provide the content you need to grow and strategize in today's digital business world.

Since 2009, Fastener News Desk has been the driving force leading the fastener industry towards the adoption of digital media marketing. We provide the fastener industry with timely industry news, highlighting topics such as manufacturing, distribution, technology, eCommerce, digital transformation, 3D Printing, supply chain, mergers and acquisitions, workforce and more.