

a MANA resource for principals and reps

agency sales®

Media Kit

Introduction

The Manufacturers' Agents National Association (MANA) publishes *Agency Sales* magazine. In publication since 1949, it is the only magazine devoted exclusively to the outsourced sales profession.

Audience Profile

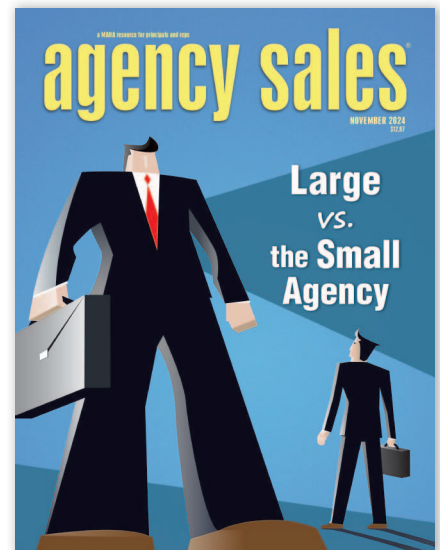
- Business Owners
- Manufacturing Executives
- Sales Professionals
- Decision Makers
- Long-Term Thinkers
- Ambitious Entrepreneurs
- Frequent Travelers (primarily by car)
- Median Age: 55
- Honors traditions yet seeks new ideas
- Interests: Sales Processes, Personal Productivity, Manufacturing, Technology, Operational Efficiencies, Return on Investment, Long-Term Partnerships

Magazine Content

Subject matter experts contribute articles and editorials that help sales professionals and manufacturers navigate business issues. Topics include:

- Agency-Principal Relationships
- Business Planning and Operations
- Negotiating Contracts
- Sales Tools
- Marketing Strategies and Tactics
- Financial Planning and Economic Outlook

Advertisers get access to a devoted niche of business professionals when their message is published in the 60-page *Agency Sales* magazine.



Reserve Your Spot

Call 1-877-626-2776 or email alaplante@manaonline.org

Get a sample copy at www.MANAonline.org/agency-sales-magazine



agency sales® ratecard

Rates | Specifications | Features

AD TYPE	RATE PER ISSUE	AD DIMENSIONS (INCHES)
Full page	\$2,300	Trim size: 8 3/8" x 10 7/8" Bleed size: 8 5/8" x 11 1/8"
Full page, back cover	\$2,700	Trim size: 8 3/8" x 8 7/8" Bleed size: 8 5/8" x 9" (no bleed on top due to space for label)
Half page horizontal	\$1,500	7 1/2" x 4 3/4"
Quarter page	\$1,000	3 1/2" x 4 3/4"

Distribution: USA

Subscription Base: 2,500

Readership: 7,000+

Frequency: Monthly

Advertising Deadline: The 20th of the month (we work two months ahead)
Example: May issue deadline is March 20th

Artwork specifications: Minimum 300 dpi. PDF, EPS, TIF.
Keep all live matter, not intended to trim, 1/4" from trim edges.

Printing information: 56 pages + 4 page cover
Inside: 60 lb gloss text paper
Covers: 100 lb gloss text paper

Additional Benefits:

- Discounts on 3, 6, or 12 insertions — 10%, 20% and 30% respectively.
- Preferred ad position on inside covers is \$300 additional.
- Custom ad sizes and solutions are available upon request.

Basic Terms: Advertisers are responsible for the content printed on their behalf. All accounts are paid in advance. Publisher reserves the right to reject or cancel any advertisement. Advertisers may not cancel orders after the deadline. Change requests will be handled at publisher's discretion.

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Back Cover

