

Dedicated (Sponsored) Email Blast

Advertiser supplies content.
(Clickthrough stats will be provided.)

File Format and Guidelines:

1. Submission Options

Send a fully designed email as a zip file with HTML and necessary graphics. Maximum 600 pixels wide, unlimited height.

Send the desired text and graphics to be fit into our regular pass-along email template. 200-600 words.

2. Images should be .jpg or .png, RGB color, 72 dpi. **Flash is not accepted.**

3. For additional submission guidelines, [please click here.](#)

View Examples

Click on the links below

[Live Steam Dedicated Email Blast](#)

[Digital Machinist Dedicated Email Blast](#)



The Home Shop Machinist, Machinist's Workshop, and Live Steam Pass-Along Email Sponsorship

Monthly email tips present projects, tips, and techniques. One banner per email pass-along newsletter; non-animated. Ad clickthrough stats will be provided for each email campaign.

Schedule:

The Home Shop Machinist – The first Wednesday* of each month.

Machinist's Workshop – The third Wednesday* of each month.

Live Steam – The fourth Wednesday* of each month.

*Dates and times subject to change due to holidays, special events, etc.

Ad Size and Guidelines:

- 135 pixels wide 600 pixels high (vertical, outer left of template)
- .jpg, .png, or .gif. **Flash is not accepted.**
- RGB Color, 72 dpi

Email campaigns contain a high percentage of pass-alongs, providing additional, non-subscriber contact opportunity. Delivery rates remain at 99.9%.

Approximately 37,000* total unique email addresses, which can be segmented or used in their entirety.

*This changes as we gain new subscribers and factor in unsubscribes; in the past two years, this number trends upward at a 5-10% increase.

View Examples

Click on the links below

[The Home Shop Machinist Pass Along Email](#)

[Machinist's Workshop Pass Along Email](#)

INTERACTIVE MARKETING OPPORTUNITIES

THE HOME SHOP
Machinist

Machinist's
WORKSHOP

Digital
MACHINIST

Live Steam
& OUTDOOR RAILROADING

Bulletin Board/Forum (bbs.homeshopmachinist.net)

Available Placements with Ad Dimensions:

Horizontal, Outer Top – all pages/all threads
720 pixels wide • 90 pixels high

Horizontal, Inner Top – all pages/all threads
720 pixels wide • 90 pixels high

Vertical, Outer Left – all pages/all threads
120 pixels wide • 600 pixels high

File format guidelines bulletin board ads:

- .jpg, .png, or .gif. **Flash is not accepted.**
- RGB Color, 72 dpi

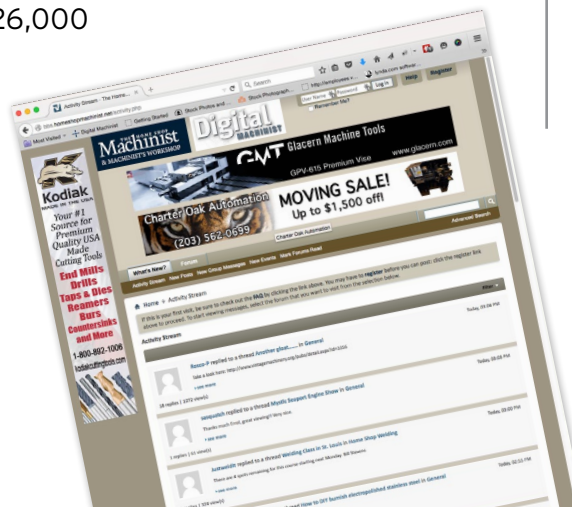
Average Monthly Stats:

- 1.3 million page views
- 200,000+ unique visitors
- 5.18 pages per visit
- 7.50 minutes on forum pages
- 48% new visitors
- 220,000 members; 26,000 active members
- 55,000 threads
- 750,000 posts

View Examples

Click on the link below

Machinist BBS Forum



**FOR PRICING AND ADDITIONAL
INFORMATION ON OUR INTERACTIVE
MARKETING OPPORTUNITIES,
PLEASE CONTACT:**

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