



FIFTH WAVE MANUFACTURING



THE STORY OF MAKING TOMORROW

www.fifthwavemfg.com

2021
MEDIA KIT

Fifth Wave Manufacturing (www.fifthwavemfg.com) is a new approach to the machine tool market that looks at product sets and technologies. We attract those professionals who know what type of machine they need, and are looking for ways to differentiate among brands. Technology is one of the leading paths to differentiation.

OUR GOALS ARE:

TO DIFFERENTIATE: We will help you stand out by emphasizing your technologies.

TO ATTRACT THE RIGHT PEOPLE AT THE RIGHT TIME: When people are in the decision process, they don't want to wade through lots of content to get to what they need. All of our stories can fit into four categories: products, technologies, overviews, and futures. That's it, no fluff.

TO PROVIDE A PLATFORM FOR ACTIVE EXCHANGE: You will have opportunities to connect with ready buyers because it is built into our marketing plans. Every editorial story has specific links back to your site; partner program members also get a special way to provide more information (see "Partners" on the next page).

TO LIVE TODAY BUT THINK OF THE NEAR FUTURE: Our readers are interested in the here and now. And—they are very interested in near-future technologies and roadmaps.

TO GIVE YOU CONTROL: Our partners get the ability to control their own page on the site, via a control panel that allows them to change new releases, white papers, videos, and more.

TO LEVERAGE DIGITAL PRODUCTS: We offer a great website, up-to-the minute e-newsletters, display ads, videos, Zoom presentations, and more.



ADVERTISE WITH US TODAY!

See last page for contact information.

ADVERTISING OPTIONS

1. **Top Leaderboard:** (up to 3 shares), 728 px wide x 90 px tall
2. **Leaderboard banner:** 728 px wide x 90 px tall
3. **Rectangle ad:** 300 px wide x 250 px tall
4. **Brand page:** (includes contact info, technologies links, white paper/technology paper download, up to five press releases, and up to six videos)
5. **Video on Videos page:** (will appear in rotation on home page as well)
6. **Zoom presentations:** archived for one year
Examples on page 3

1. & 2.

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Technologies

- Laser Cutting Systems
- Blanking Automation Systems
- General Fabrication Equipment
- Stamping Machines
- Turned Punch Presses
- Press Brakes
- Tooling
- Software
- Punch/Laser Combination Machines
- Bending Automation Systems

Product/Technology Press Releases

ENSIS 3kW, 6kW, 9kW, 12kW Fiber Laser Series — High-Precision Processing of Thin-To-Thick Materials

ENSIS technology enables continuous processing of thin materials and thick plate without a cutting lens change or manual setup. This is made possible by a highly innovative innovation that automatically changes the beam mode to accommodate whatever material and thickness is being processed. The elimination of the need to change lenses is a crucial advantage offered by the ENSIS 3015 Aq Series —

5.

Salvagnini Fiber-Laser Auto...

Salvagnini Laser Automation

Salvagnini's laser automation system requires no programming, and keeps raw materials under control all while cut parts and picked and sorted by part number.

6.



GOLD PARTNER

Banner ad on home page and in stream of technology page (shared with Gold and Platinum)

Banner ad in search results

Rectangle ad in Technologies area and on detail pages (shared with other Gold partners)

Six months of one video in Videos area

"Learn More" button at the end of any editorial content

PLATINUM PARTNER

Banner ad in chosen technology area (shared with partners), and rectangle ad on home page (shared with Platinum partners)

Banner ad in search results

Banner ad in Technologies results page

Six months of video on Videos page

Company Partner page with company contact information, logo, rectangle ad with link, technology links to your website, link to technical paper/white paper (lead gathering), up to five press releases, up to six videos

Quarterly, live presentation by Dr. Chris Kuehl

"Learn More" button at the end of any editorial content



TECHNOLOGIES WE COVER

PRODUCT TECHNOLOGIES

Additive Manufacturing
Bending
Coil Processing
Finishing
Laser
Machining
Plasma
Plate Rolling
Punching
Structural
Tube & Pipe
Waterjet
Welding

INTEGRATED TECHNOLOGIES

Automation
Artificial Intelligence
Camera
Conveying
Futures
IIOT
Machine Vision
Material Handling
Robotics
Sensors
Software

EDITORIAL OPPORTUNITIES

You have many editorial opportunities with Fifth Wave Manufacturing. When there is news about a new product, or especially about a new technology, we are your first call media partner. That's true when you want to go a little into the future too, with a technical roadmap or just a peek at a brand-new capability in your next product. We love unique stories, contact us with your ideas—we may contact you with ours too!

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