



Weld.com

2013 Media Kit

**JOIN THE
FASTEST
GROWING WELDING
RESOURCE ONLINE**



Weld.com

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FEATURES & BENEFITS

- Weld.com is the fastest growing online resource for the welding industry
- The only online welding resource that brings the entire welding community into a centrally located, unbiased location
- The first & only welding website that compares products from around the industry; side by side without any of the "sales fluff"
- 5-star product ratings
- Weekly "How to Weld" video series
- Weekend Warriors forum and social networking
- Phone Application
- Company directories so users can find products and contact information
- Events & trade show listings from around the globe
- Registered users can search jobs and post their resume securely on the site
- Registered companies can search resumes of job seekers to fill internal positions
- New and future projects posted from around the globe
- Charts & technical data available at no cost
- Among the best CTR (Click Thru Rate) of any online welding resources
- The easiest to remember domain name in the welding industry!

In the News Editorial

Got a story that relates to the welding industry? Submit your articles to the "In the News" section of Weld.com. Whether you have a new product promotion, technical article, or press release our members want to know about it! We will promote your articles through our various social networking channels such as Facebook, Twitter, LinkedIn and more all free of charge.

Become a Guest Columnist

Are you the authority in your field? If so, We want to publish your work as a columnist on one of the fastest growing resources in the welding industry, Weld.com. In addition to being featured on the homepage of Weld.com, your articles will be distributed in a monthly newsletter to Weld.com members, as well as through our Social networking channels like Facebook, Twitter, LinkedIn and more.

For more information on submitting articles or becoming a writer, contact:

Todd Clouser
tclouser@weld.com
724.820.1880



STRATEGIC AD
PLACEMENT TO REACH
YOUR TARGET MARKET
EVERYTIME

HOME PAGE ADVERTISING

LEADERBOARD

\$400 per month

When you advertise in the Leaderboard position on the Weld.com home page you will be the first thing people see when visiting the site.

Image Dimensions	File Format	Max File Size
517 x 107	JPEG, GIF, PNG	40k

SQUARE

\$250 per month

The Square position puts you right above the "In the News" section on the homepage, subliminally telling the audience that you are a newsworthy company.

Image Dimensions	File Format	Max File Size
250 x 250	JPEG, GIF, PNG	40k

TILE

\$200 per month

Tile ads are located directly underneath the Weekend Warriors section, giving these ads direct visibility from the home hobbyist demographic.

Image Dimensions	File Format	Max File Size
120 x 120	JPEG, GIF, PNG	40k

Advertise with a budget in mind:

When you advertise on Weld.com, we take the guess work out to maximize your ROI. Weld.com provides each advertiser with a custom ad panel where you can update your ad campaign, reserve new ads, see how your ad is performing and even run reports.



STRATEGIC AD PLACEMENT TO REACH YOUR TARGET MARKET EVERYTIME

INTERNAL PAGE ADVERTISING

LEADERBOARD \$275 per month

When you advertise in the Leaderboard position on Weld.com internal pages you will be the first thing people see everytime they navigate deeper into the site.

Image Dimensions	File Format	Max File Size
517 x 107	JPEG, GIF, PNG	40k

SQUARE \$225 per month

Internal Square positioning still puts you right above the "In the News" section, but now you can target even deeper based on which pages you advertise on.

Image Dimensions	File Format	Max File Size
250 x 250	JPEG, GIF, PNG	40k

*Mr. TIG Blog shown

"The traffic generated by our Ad on Weld.com has increased sales and given us an edge over the competition..."

- Joyce Swaim
TIGDepot.com

ADVERTISER CONTROL PANEL
GIVES YOU
100% CONTROL
OVER YOUR AD CAMPAIGNS

ADVERTISER CONTROL PANEL



REPORTS

Advertiser dashboard

To generate reports of your banners/campaigns activities, select the campaign, report type, how you'd like report to break down and the starting / ending date, then click Create Report button.

Campaign:

Report Type:

Breakdown: Campaign
 Banner
 Day

Start Date:

End Date:

Impressions
10,000

Clicks
100

Click rate
1.00

CREATE REPORT

*With Weld.com's advertiser control panel you can run reports, reserve new ad space and even change your artwork at a moments notice to speak to new products or promotions happening right now!

EXPAND YOUR BUSINESS
TO END USERS
ACROSS THE GLOBE
WITH WELD.COM
DIRECTORIES

DISTRIBUTORS

MANUFACTURERS

WELDING PROS

MFR REPS

Distributors | Manufacturers

Features	Lite Free	Basic \$25/month OR \$275/year	Premium \$75/month OR \$810/year
Basic Contact Info (Name,Address, Phone,Fax,Email)	X	X	X
Company Description	X	X	X
Quick Contact Sheet	X	X	X
Full Contact Info		X	X
Logo(with Link to website)		X	X
Video Uploads		2	5
Attachments		2	25
Product Catalog			X
Apples to Apples			X
Photo Stream			X
Blog in Profile			X
Unlimited Contacts			X
Interactive Map w/ All Locations			X

EXPAND YOUR BUSINESS
TO END USERS
ACROSS THE GLOBE
WITH WELD.COM
DIRECTORIES

DISTRIBUTORS

MANUFACTURERS

WELDING PROS

MFR REPS

Welding Pros | MFR Reps

Features	Lite Free	Basic \$10/month OR \$100/year	Premium \$22/month OR \$225/year
Basic Contact Info (Name,Address, Phone,Fax,Email)	X	X	X
Company Description	X	X	X
Quick Contact Sheet	X	X	X
Full Contact Info		X	X
Logo(with Link to website)		X	X
Video Uploads		2	5
Attachments		2	25
Product Catalog			X
Photo Stream			X
Blog in Profile			X
Unlimited Contacts			X
Interactive Map w/ All Locations			X



APPLES-TO-APPLES Product Reviews & Comparisons

	<input checked="" type="checkbox"/> Compare	<input checked="" type="checkbox"/> Compare	<input checked="" type="checkbox"/> Compare	<input checked="" type="checkbox"/> Compare
				
	Diversion 165 SKU 907 005 Sales price: \$1,749.00	Invertec V205T AC/DC SKU K1855-4 Sales price: \$4,251.00	MiniarcTig 250/250 MLP SKU M8NARC250TTC164	PowerTig 200DX Analog SKU PowerTig 200DX Analog Sales price: \$1,199.99
	PRODUCT DETAILS	PRODUCT DETAILS	PRODUCT DETAILS	PRODUCT DETAILS
Manufacturer	Miller Electric	Lincoln Electric	EMPI	Everlast
Input Power Vol/A/Ph/Hz	230VAC/3Ph/50-60Hz	115VAC/3Ph/50-60Hz, 230VAC/3Ph/50-60Hz	400VAC/3Ph/50-60Hz	200/240VAC/3Ph/50-60Hz
Rated Output Current/Volt/Duty Cycle	60A @ 12.4V @ 100% 150A @ 16V @ 20% 165A @ 16.6V @ 15%	TIG: 150A @ 40% TIG: 120A @ 60% TIG: 100A @ 100% TIG: 200A @ 40% TIG: 170A @ 60% TIG: 140A @ 100% STICK: 110A @ 25% STICK: 90A @ 60% STICK: 70A @ 100% STICK: 180A @ 25% STICK: 150A @ 60% STICK: 130A @ 100%	250A @ 30% 150A @ 100%	TIG: 200A @ 35% 160A @ 60% 125A @ 100% STICK: 160A @ 25% 130A @ 60% 100A @ 100%
Maximum (OCV) Open Current Voltage	80	53.7	95	TIG: 70V STICK: 70V
Input Current @ Rated Output	1.8 KVA 5.3 KVA 5.9 KVA	34A, 25A, 20A, 30A, 19A, 15A, 34A, 20A, 20A, 30A, 23A, 19A	10A @ 440V	33.5A @ 230V, 32.1A @ 230V, 30.8A @ 240V
Welding Amperage Range	10 - 165A	6 - 200 A AC/DC	5 - 250A	TIG: 5 - 200 Abr +/-STICK: - 150 A
Dimensions (Inches)	17 x 9.9 x 23.9	15 x 8.5 x 19	15.8 x 7.1 x 13.4	9 x 24 x 17
Net Weight (lbs. /kgs)	50 (23)	38 (17.3)	24.2 (11)	59 (26.8)
Warranty	3	3	N/A	5
Country of Origin	USA	USA	USA	China
Accessories Available	Yes	Yes	Yes	Yes
Last Price	\$1,749.00	\$4,251.00	N/A	\$1,199.99

Manufacturers:

- Gain Free Market Research
- Pull Customers to your Website
- Create Better Brand Awareness
- Enhance Customer Service

Distributors:

- Increase Sales through "Where to Buy" Feature
- Gain Free Market Research

Users:

- Compare Products Side by Side
- Leave a 5-Star Review
- Find Out Where to Buy
- Find a Manufacturer's Website
- Recommend Products
- Find out "Best uses"
- Learn Machine "Pros & Cons"

Compare [Back to all 10 products](#)

Diversion 165



Manufacturer: Miller Electric
Input Power: 230VAC/3Ph/50-60Hz
Rated Output: 60A @ 12.4V @ 100%
Fast Start (TIG): 150A @ 16V @ 20%
Duty Cycle: 165A @ 16.6V @ 15%
Maximum (OCV) Voltage: 80
Voltage: 12.4V
Input Current @ Rated Output: 5.3 KVA
Output: 5.9 KVA
Welding Amperage Range: 10 - 165A
Dimensions: 17 x 9.9 x 23.9
Net Weight: 50 (23)
Warranty: 3
Country of Origin: USA
Accessories Available: Yes
Last Price: \$1,749.00

Rating: 5 stars

MANUFACTURER WEBSITE **WHERE TO BUY** **CUSTOMER REVIEWS**

5 stars [View all 10 reviews](#)

Easy on the eye

This thing is one of the most beautiful ones I have ever seen. The build quality is top notch, and the controls are intuitive. I have used it for welding, and it works like a charm. If you are looking for a reliable and durable welder, this is the one for you. I highly recommend it to anyone in the industry.

Pros: Best Price, Easy to Use, Durable Design

Cons: None

Was this helpful? [Submit your review](#) (0)

Compare [Back to all 10 products](#)

Invertec V205T AC/DC



Manufacturer: Lincoln Electric
Input Power: 115VAC/3Ph/50-60Hz, 230VAC/3Ph/50-60Hz
Rated Output: 150A @ 40%
Fast Start (TIG): 120A @ 60%
Duty Cycle: 100A @ 100%
Maximum (OCV) Voltage: 53.7
Voltage: 115VAC/3Ph/50-60Hz, 230VAC/3Ph/50-60Hz
Input Current @ Rated Output: 34A, 25A, 20A, 30A, 19A, 15A, 34A, 20A, 20A, 30A, 23A, 19A
Welding Amperage Range: 6 - 200 A AC/DC
Dimensions: 15 x 8.5 x 19
Net Weight: 38 (17.3)
Warranty: 3
Country of Origin: USA
Accessories Available: Yes
Last Price: \$4,251.00

Rating: 5 stars

MANUFACTURER WEBSITE **WHERE TO BUY** **CUSTOMER REVIEWS**

5 stars [View all 10 reviews](#)

Best in class

This is a great welder. I have used it for a long time and it has never let me down. The build quality is excellent and the controls are very easy to use. I highly recommend it to anyone in the industry.

Pros: Best Price, Easy to Use, Durable Design

Cons: None

Was this helpful? [Submit your review](#) (0)

Don't Throw your Hard Earned Ad Dollars in this Pile!

For Less than the Cost of One Full Page Ad in One of These Magazines, you Could be Viewed by Hundreds of Thousands of People Throughout the Entire Year on Weld.com.



Weld.com: Homepage Leaderboard + Premium Listing (1 Year) = \$5,610.00

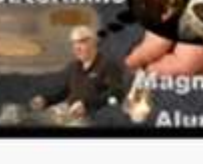
TIG TIME

with

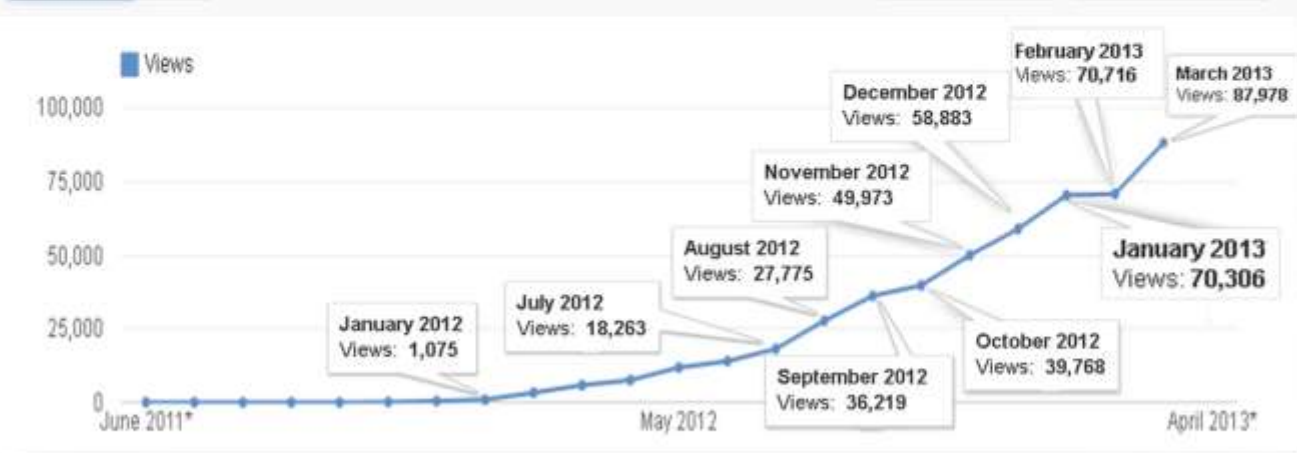
MR. TIG



TIG Time is among the fastest growing and most viewed welding shows on the internet!



Line chart Map Monthly stats Compare metric



*In the past year, TIG Time has grown at its viewership over 10,000 per month.
 *Weekly views have grown by 8,707%



Power to the Welder!

The new Weekend Warrior Forum and Phone App puts the power of Weld.com at your finger tips 24/7



Weekend Warrior Welding Forum

- Find answers to all your welding questions on the new Weld.com, Weekend Warrior Welding Forum.
- Interact directly with some of Weld.com's best experts, including Mr. TIG.
- Earn badges that allow you to win even more welding prizes.
- Compete in monthly contests to win free welding gear.



Weekend Warrior Welding Phone App

- Dial in the perfect weld parameters with our Stick, MIG, TIG and FCAW welding calculators.
- Access welding charts on your phone to make sure you are using the correct materials.
- Utilize the Weekend Warrior Welding Forum to get help, give help and compete in monthly contests.
- Connect with friends to chat, compare notes and give project status updates.



Welding Directories | Events & Trade Shows | Careers | Global Projects | Charts & Data | Welding Articles | In the News



**YOUR CONNECTION
TO THE UNIVERSE OF WELDING**

For Advertising or Online Editorial Opportunities Contact:

Todd Clouser

E: tclouser@weld.com

T: 724-820-1880