



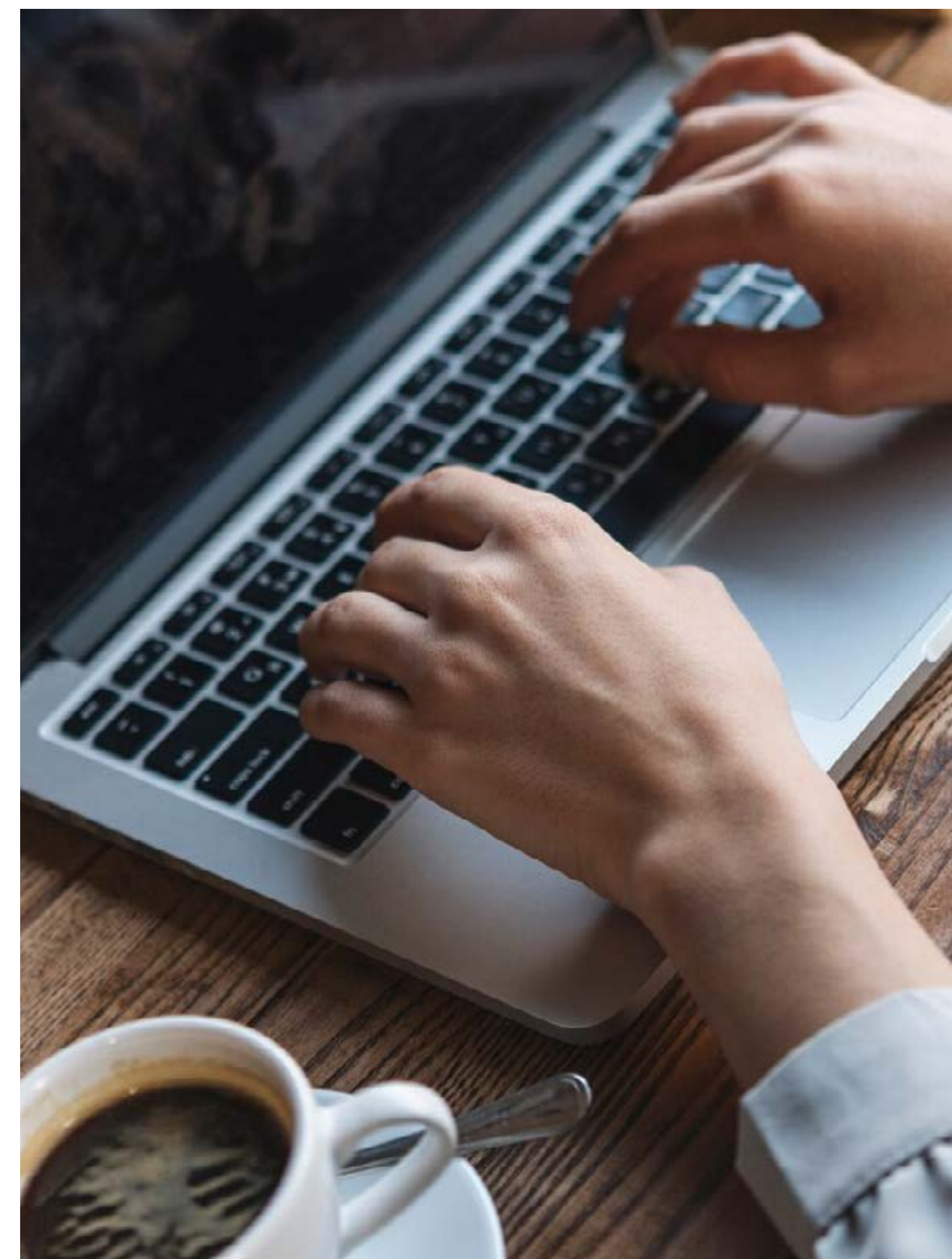
FUNDAÇÃO
EM
FOCO

O Portal da Fundação no Brasil

MEDIA KIT

The Fundação em Foco Portal is a multimedia communication and digital marketing platform aimed at the entire foundry production chain. It is agile and efficient, offering artificial intelligence tools developed exclusively for the Portal.

Created by Maria Carolina Garcia, a journalist with over 27 years of experience in marketing and journalism dedicated 100% to the foundry industry, the business model of the Fundação em Foco Portal has the mission of promoting the sector by strategically connecting foundries, customers, and suppliers.



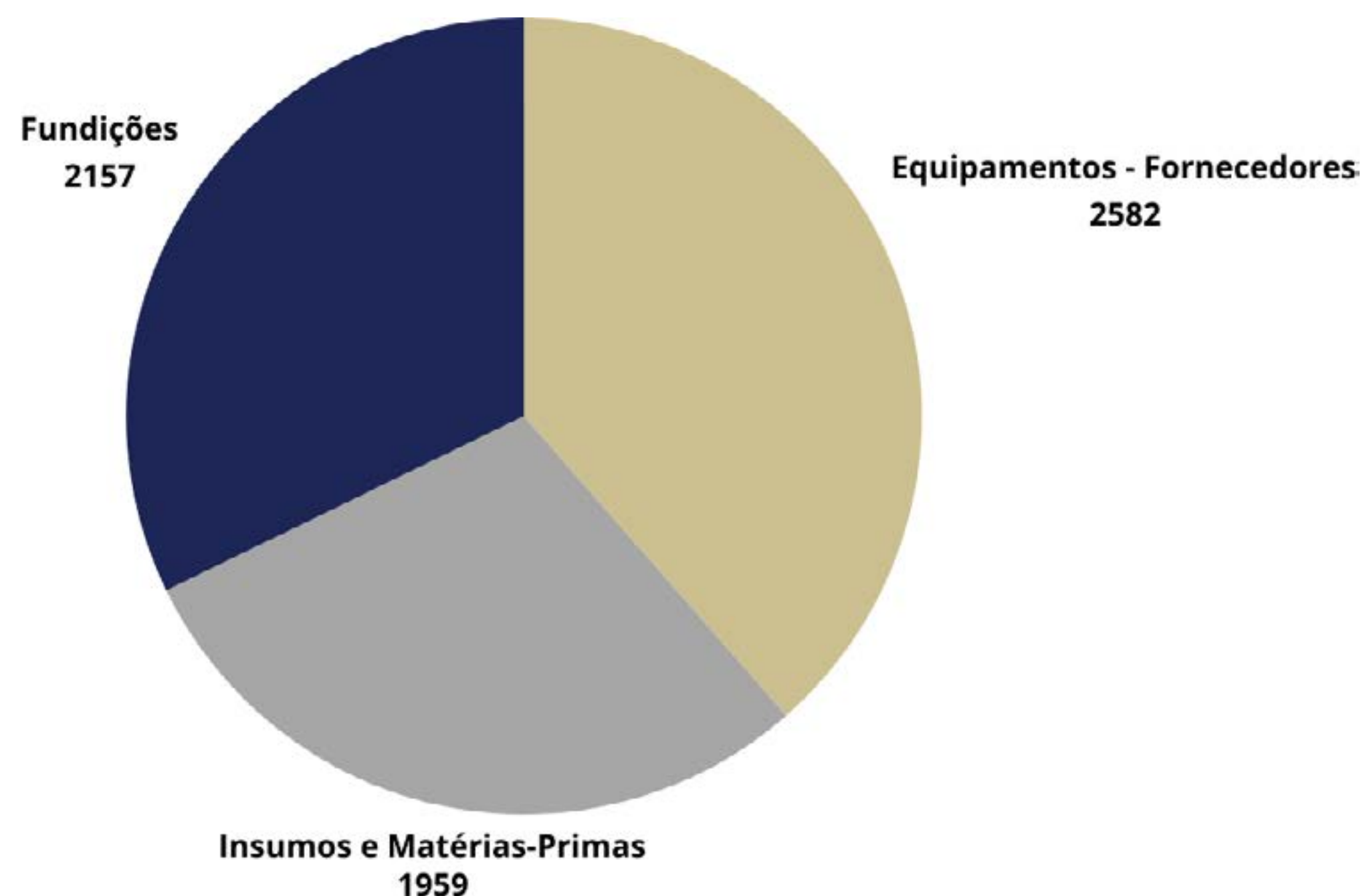
HOW?



FUNDAÇÃO EM FOCO

Through a structured Inbound Marketing strategy, the Fundação em Foco Portal delivers high-quality content, combined with personalized experiences that create connection, generate value, and strengthen relationships with the target audience.

With a constantly updated database of qualified leads, the Fundação em Foco Portal fosters connections with precision and efficiency.



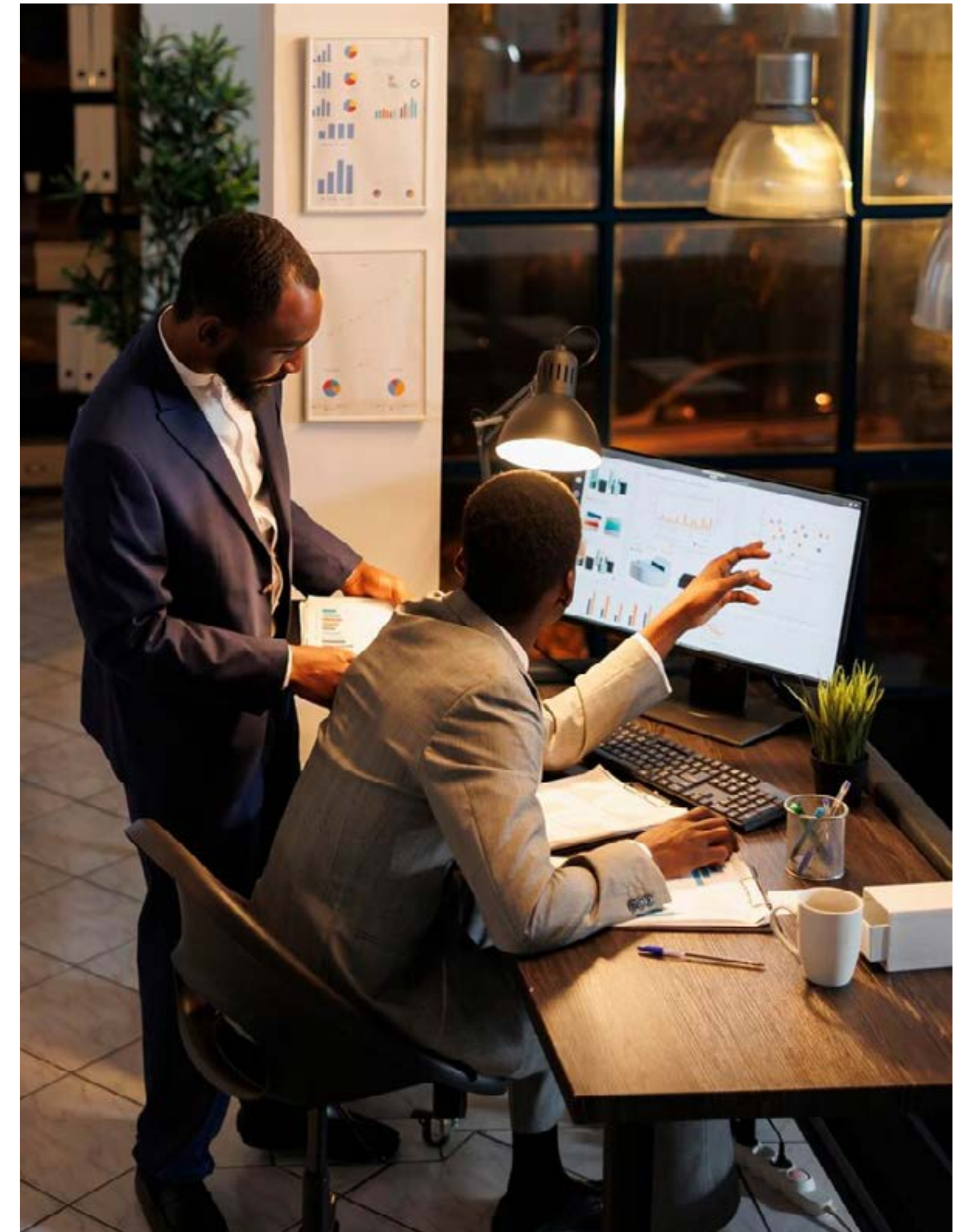
CONNECT FOUNDRY HUB PERSONALIZED CONNECTION EXPERIENCES

The strategic connection between suppliers and customers is the cornerstone of the Fundação em Foco Portal. Through personalized experiences and automated solutions, we take the search for suppliers to a new level of efficiency and precision.

With filters segmented by foundry departments, it becomes extremely easy for your customer to reach your company quickly and efficiently, saving costly steps and a great deal of time.

Watch how in: [Connect Foundry Hub](#)

The **Connect Foundry Hub** is featured in the weekly clippings of the Fundação em Foco Portal.



CONTENT DEVELOPMENT AND PROMOTION

Providing high-quality, relevant information for the entire foundry production chain is a priority for the Fundação em Foco Portal.

The platform's homepage features updated news, produced internally or shared from partner channels.

A weekly newsletter, containing the main industry updates, is sent to the entire Fundação em Foco Portal contact base, which is constantly being updated.



SENDING E-MAILS MARKETING TO QUALIFIED LEADS

The Fundação em Foco Portal has a segmented list of qualified leads.

These are decision-making professionals who will receive your company's marketing emails, sent directly from our platform.



WHY ADVERTISE ON THE FUNDIÇÃO EM FOCO PORTAL?

The Fundação em Foco Portal's mission is to promote the sector by connecting foundries, customers, and suppliers.

To achieve this, we offer distinctive advertising strategies designed to meet specific objectives and deliver results aligned with each client's expectations.



BANNERS - HIGH-PERFORMANCE SPACES

Header Banner: Measuring 1440 x 250 pixels, it is strategically positioned at the top of the Portal's homepage, right after the Connect Foundry Hub tool.

InLine Banner: Measuring 1200 x 250 pixels, it is also located on the Portal's homepage, right after the News section.

All banners are rotational and linked to the respective companies' websites, managed through the F&F Analytics* tool.

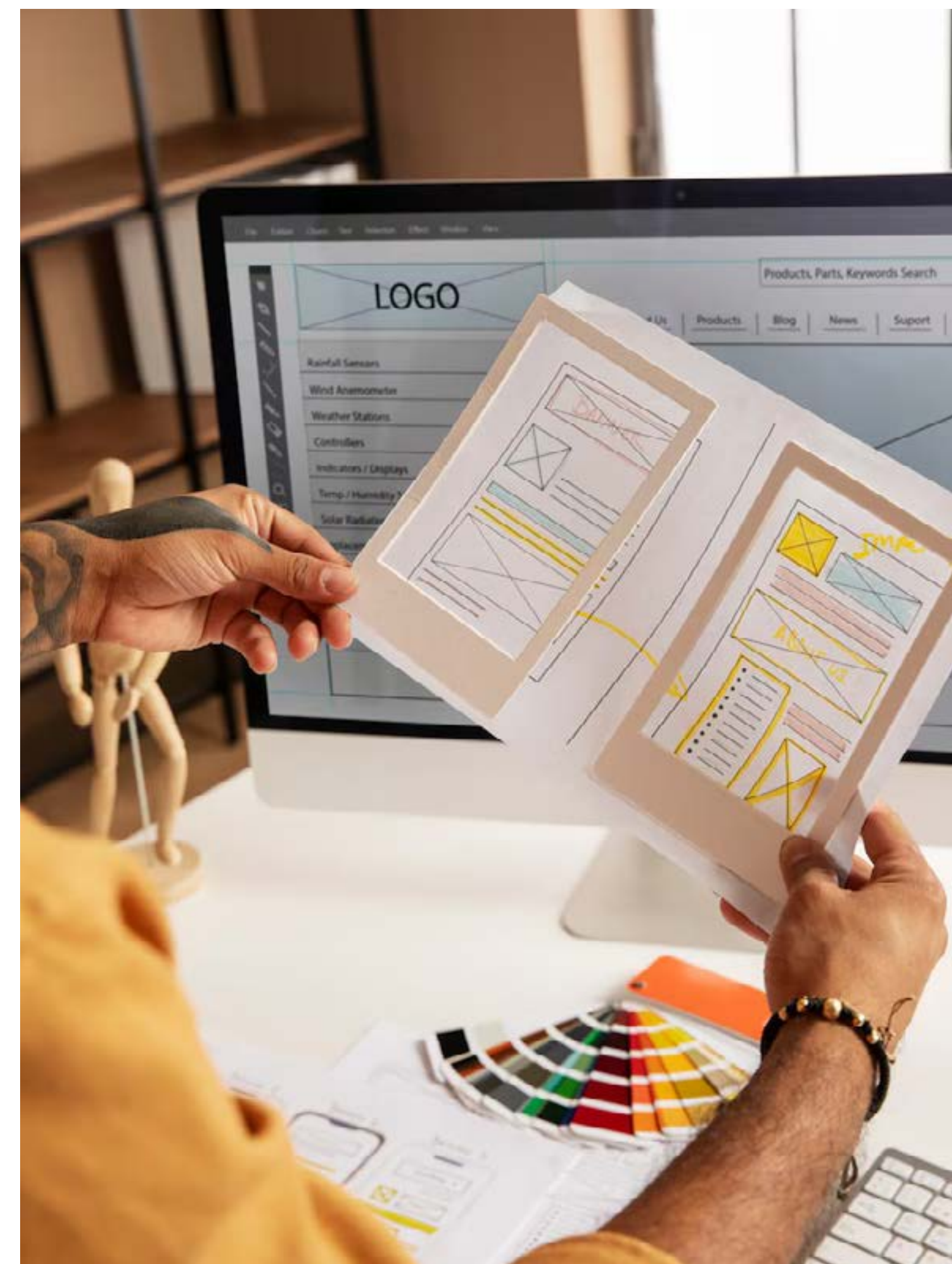


SUPPORTERS

Your company's logo prominently displayed on the Fundação em Foco Portal homepage, with a direct link to your website and increased visibility within the sector.

File dimensions: 95 x 95 pixels, 150 dpi resolution

*On the Fundação em Foco Portal, banners and logos are managed through a tool developed exclusively for the platform — F&F Analytics, which provides metrics such as impressions, clicks, users, and access days and times.



CONNECT FOUNDRY HUB STRATEGIC CONNECTIONS, PERSONALIZED SEARCHES, REAL RESULTS!

Register your equipment and/or products in the Connect Foundry Hub and connect quickly and efficiently with companies that have a high potential for converting leads into real customers.

The tool features filters segmented by foundry departments, which facilitates accurate connections between suppliers and customers, optimizing the search and decision-making process.

Watch how in: [Connect Foundry Hub](#)



SEGMENTED MARKETING E-MAILS

The Fundição em Foco Portal contact list is segmented by foundry areas, according to the master filters of the Connect Foundry Hub tool.

We send your email marketing campaign to our database, increasing your company's chances of attracting new leads and converting them into actual customers.

Important! We provide reports one week after the campaigns are sent, including the volume of emails sent and clicks received.



SPONSORED EDITORIAL – CONTENT MARKETING

Promote your equipment or product in an organic format, adding value and consistent information to your target audience.

Sponsored editorials have a prominent space on the Fundação em Foco Portal for 1 month and are featured in two weekly platform clippings, with the potential to generate greater engagement and readership.

On the Fundação em Foco Portal, sponsored editorials are evaluated weekly with metrics on impressions and clicks.



TYPE OF ADVERTISING	INVESTMENT
Header Banner	US\$ 600,00 / 30 days
InLine Banner	US\$ 470,00 / 30 days
Supporters (Logos)	US\$ 300,00 / 30 days
Connect Foundry Hub	US\$ 1.110,00 / year / master filter
Segmented e-mail marketing	US\$ 350,00 / sending



COMBOS 1	
TYPE OF ADVERTISING	INVESTIMENT
GOLD <ul style="list-style-type: none">• Connect Foundry Hub (Up to 2 master filters)• Header Banner• Logo included in the weekly clipping sent by the Portal• 3 segmented marketing emails per year (for 12-month contracts)	US\$ 860,00 (per month)
SILVER <ul style="list-style-type: none">• Connect Foundry Hub (Up to 2 master filters)• InLine Banner• Logo included in the weekly clipping sent by the Portal• 2 segmented marketing emails per year (for 12-month contracts)	US\$ 718,00 (per month)
BRONZE <ul style="list-style-type: none">• Connect Foundry Hub (Up to 2 master filters)• Supporter/Logo• Logo included in the weekly clipping sent by the Portal• 1 segmented marketing emails per year (for 12-month contracts)	US\$ 531,00 (per month)

Payment Methods	
Annual Contracts	12 installments





COMBOS 2	
TYPE OF ADVERTISING	INVESTIMENT
GOLD <ul style="list-style-type: none">• Connect Foundry Hub (3 or more filters)• Header Banner• Logo included in the weekly clipping sent by the Portal• 3 segmented marketing emails per year (for 12-month contracts)	US\$ 1.060,00 (per month)
SILVER <ul style="list-style-type: none">• Connect Foundry Hub (3 or more filters)• InLine Banner• Logo included in the weekly clipping sent by the Portal• 2 segmented marketing emails per year (for 12-month contracts)	US\$ 920,00 (per month)
BRONZE <ul style="list-style-type: none">• Connect Foundry Hub (3 or more filters)• Supporter/Logo• Logo included in the weekly clipping sent by the Portal• 1 segmented marketing emails per year (for 12-month contracts)	US\$ 735,00 (per month)

Payment Methods	
Annual Contracts	12 installments



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