# ASM INTERNATIONAL | MEDIA KIT 2015

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ASM Publications Materials and Mechanical Specifications

Issues and Closing Dates
- Advanced Materials & Processes® (AM&P), 10 issues per year; International Thermal Spray and Surface Engineering™ (ITSSe), quarterly; and HTPro, quarterly
- Advertising Close Date: See editorial calendars

Mechanical Requirements (Web-Offset)
- Publication Trim Size: 8 1/2” x 11”
- Keep important illustrations and type at least 3/8” from trim edge and 3/16” from binding edge.
- 133 line screen

All insertion order, ad material, reprint, and any other production question, contact Joanne Miller.

Electronic Specifications
Advertisements scheduled to run in AM&P, HTPro, and ITSSe should be submitted electronically via the following means:
- Formats: High-resolution PDFs, InDesign, Quark Xpress or PageMaker for PC/Mac (Page and PostScript files).
- Graphics/Images: TIFF, JPEG or EPS format.
- Media: Files can be accepted on the following media: CD-ROM, e-mail (joanne.miller@asminternational.org) and ftp postings.

Binding and Paper Stock
- Perfect bound
- Stock is white, coated enamel

Dimensions (in inches)

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*Leave 1/2 inch dead space in center of ad to allow for gutter.

1/10th Page Ads Mechanical Specifications

- Column width – 2 7/16”
- Business card size – 3 1/4” x 2
- Color available at $150 per color, per insertion (standard red, blue, green, and yellow only)
- Display rates apply for all other sizes

Classified Advertising

- Rates based on number of insertions within a 12-month period. 90 days notice will be given in the event of a rate revision. Contract may be canceled at the time revision becomes effective, without short rate adjustment on space already run, provided the contract rate has been earned up to the date of cancellation.

Ad Specifications

- Copy and Contract Regulations

The publisher reserves the right to decline or cancel any advertisement at any time. Advertisements which in the judgment of the publisher attempt to create the illusion that they are editorial matter shall carry the word “Advertisement” at the top. Advertiser and its advertising agency, jointly and severally, agree to indemnify, defend, and save harmless the Publisher, its employees and agents from any claims, actions, expenses, or losses, based on or arising out of anything contained in such advertising, including the unauthorized use of any person’s name or photograph or of any sketch, map, words, labels, trademarks, or copyrighted material, obscene language, libelous statements, invasion of privacy, or anything unlawful, in connection with advertising purchased according to the terms of this rate card.

For more information contact:

Erik Klingerman | National Account Manager | 440.338.5151, ext.5574 | Fax: 440.338.8542
erik.klingerman@asminternational.org

Kelly Thomas | Global Manager, Sales & Expositions | 440.338.1733 | Fax: 614.948.3090
kelly.thomas@asminternational.org

For insertion and production contact:

Annie Beck | Production Manager | 440.338.5151 ext. 5662 | Fax: 440.338.8542
annie.beck@asminternational.org

For more information, please visit asminternational.org or contact us directly.
Advanced Materials & Processes (AM&P)

The industry leading technical magazine for materials professionals

Advanced Materials & Processes® (AM&P), the technical magazine from ASM International, is packed with leading-edge materials science content for a highly engaged readership. In 2015, we’re excited to launch the redesign of our print and digital editions which keep you and our readers in mind! The 30K+ ASM members (who are AM&P readers) are decision makers who evaluate, recommend, and select materials and processes. They are materials scientists, engineers, managers and technicians across every field of materials science who have purchasing power – and use it.

Which of the following best describes your primary job title or function?

<table>
<thead>
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<th>Job Title</th>
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<td>Metallurgist</td>
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<tr>
<td>Engineer</td>
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<td>Technician</td>
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<td>R&amp;D</td>
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<td>Quality Control</td>
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<tr>
<td>Corporate &amp; General Mgmt.</td>
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<td>Consultant</td>
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<tr>
<td>Other</td>
<td>4%</td>
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Please indicate if you are involved in the initiation, recommendation, specification, approval or purchase of any of the following products or services.

- Ceramics: 12%
- Electronic Materials: 9%
- Instrumentation & Control Systems: 16%
- Metals: 56%
- Plastics: 10%
- Powder Metals/Materials: 20%
- Processes for Parts/Components, Forming, Shaping, Molding: 21%
- Specialty Metals/Superalloys: 28%
- Surface Treating/Coating: 27%
- Testing Inspection: 50%
- Thermal Treatment: 32%
- Involved in One or More: 72%

85% of AM&P readers indicated they took an action based on the advertisements in AM&P. (Visited a website, bought products, etc.)

When it comes to engineering materials and processes, no other publication can match AM&P’s breadth of content, the quality of editorial, or the power of its readers – your audience.

“<AM&P> is a good reference for not only learning about the happenings in the works but also being able to see what sort of products are available to help me perform my job better.”

- AM&P Reader

Signet AdStudy® June 2014

FOR MORE INFORMATION CONTACT:
Erik Klingerman | National Account Manager | 440.338.5151, ext.5574 | Fax: 440.338.8542 | erik.klingerman@asminternational.org
AM&P 2015 Editorial Calendar and Rate Card

In Every Issue

- **Technology Developments and Business News** covers Metals, Polymers, Ceramics; Testing and Characterization; Nanotechnology; Process Technology; Energy Trends, Surface Engineering; Medical Materials; and Emerging Technologies.

- **Of Material Interest** takes a fresh look at breakthrough topics of interest to materials scientists and engineers.

- **Materials Witness** offers insight and analysis of current trends in materials science.

- **Market Spotlight** highlights business trends and sales figures for various industries related to the materials science profession.

- **Feedback** shares letters from readers and industry discussions.

- **Products & Literature** features new product introductions and free literature.

- **Stress Relief** provides tidbits from the lighter side of technology and engineering.

- **In-depth Feature Articles** discuss areas of interest to materials science and engineering professionals to help them in their daily work.

- **Metallurgy Lane** provides an overview of various metalworking technologies and how they evolved.

- **Success Analysis** provides in-the-field reporting about the foremost university, corporate, and laboratory research taking place in the materials science arena.

- **ASM News** covers breaking news about ASM members, chapters, events, awards, conferences, affiliates, and other society activities.

### AM&P 2014 Advertisers and MS&T Exhibitors Include:

- Allied High Tech Products Inc.
- Applied Test Systems Inc.
- Agilent Technologies
- ATI
- Buehler Ltd.
- Carl Zeiss Microscopy LLC
- Carpenter Technology Corp.
- Centorr Vacuum Industries
- Clemex Technologies Inc.
- EDAX Inc.
- FEI Company
- Goodfellow Corp.
- Harper International Corp.
- Inductotherm Group
- Instron
- Ipsen Inc.
- JEOL USA Inc.
- LECO Corp.
- Leica Microsystems
- Master Bond Inc.
- Netzsch Instruments, North America LLC.
- NSL Analytical Services Inc.
- Olympus
- Oxford Instruments
- Proto Manufacturing Inc.
- Shimadzu Scientific Instruments Inc.
- Struers Inc.
- Thermcraft Inc.
- Thermo-Calc Software Inc.
- Tinius Olsen
- Ulbrich Stainless Steels & Special Metals Inc.

### Print & Digital Rates

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### PACKAGE PRICING

An integrated combination of ASM products can help you reach the greatest number of prospects for the lowest cost. Please call to discuss how volume buying and bundled packages can give you the greatest impact. We are here to save you money when you use an integrated Access Approach rather than traditional à la carte methods.

#### NEW POSITION!

Inside cover spread now available for prime advertising space - $8,500

### FOR MORE INFORMATION CONTACT:

Erik Klingerman | National Account Manager | 440.338.5151, ext.5574 | Fax: 440.338.8542 | erik.klingerman@asminternational.org
## Advanced Materials & Processes 2015 Editorial Calendar

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<th>Month</th>
<th>Focus</th>
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<td>January</td>
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<td>• Integrated Computational Materials Engineering</td>
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<td>• New Forming and Joining Methods</td>
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<td>February</td>
<td><strong>Microscopy/Metallography/Materialography</strong></td>
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<td>• Jaquet-Lucas Award Winner</td>
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<td>• Surface Treatment Analysis</td>
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<td>• ITSC Show Preview</td>
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<td>May 11–15—Long Beach, Calif.</td>
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<td>August 2–6—Portland, Ore.</td>
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<td><strong>Materials Testing/Characterization</strong></td>
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<td>May 18–22—Chipping Norton, England</td>
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<td><strong>Aerospace Materials and Applications</strong></td>
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<td>• Additive Manufacturing</td>
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<td>• Characterization of Soft Materials</td>
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<td>• Progress in 3D Microstructures</td>
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<td>• Materials and Processes for Sporting Goods and Recreational Equipment</td>
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<td>• Advanced Designs for Elite Athletes</td>
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<td>• Radiographic Techniques</td>
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<td>Heat Treat</td>
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<td>• ISTFA Show Preview</td>
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<td>November/Dec.</td>
<td><strong>Materials Testing &amp; Characterization</strong></td>
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<td>• Emerging Characterization Methods</td>
<td>November 1–5 — Portland, Ore.</td>
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<td>• Computational Materials Data Network Update</td>
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<tr>
<td></td>
<td>• Advances in Testing Equipment</td>
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</tr>
</tbody>
</table>

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**FOR MORE INFORMATION CONTACT:**

Erik Klingerman | National Account Manager | 440.338.5151, ext.5574 | Fax: 440.338.8542 | erik.klingerman@asminternational.org
Electronic Device Failure Analysis™

The premier magazine for semiconductor failure analysis professionals

Electronic Device Failure Analysis™ (EDFA™) is the quarterly magazine and technical resource for the modern failure analysis professional. Each full color issue features technical articles, microelectronics failure analysis trends, product reviews and announcements, case studies and more. EDFA is written for and read by the members of the Electronic Device Failure Analysis Society and the failure analysis community of over 1,000.

Specific areas of topic coverage include system level analysis, circuit editing, die level fault isolation, optical techniques, package-level analysis, sample preparation, optical techniques, yield enhancement, metrology and materials analysis, optoelectronic devices, circuit edit techniques, SPM techniques, MEMS, and nanotechnology analysis.

Take advantage of our cost-effective and efficient way to reach this highly targeted group of industry leaders.

EDFA 2015 Editorial Calendar and Rate Card

2015 Electronic Device Failure Analysis Advertising Rates

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<td>4 ¾</td>
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</tbody>
</table>

Publication trim size: 8 ½ x 10 ½ inches.
Keep important illustrations and type at least ¾” from trim edge and ½” from the binding edge.

Please send insertion order and ad materials to Joanne Miller.

FOR MORE INFORMATION CONTACT:
Kelly Thomas  | Global Manager, Sales & Expositions | 440.338.1733 | Fax: 614.948.3090 | kelly.thomas@asminternational.org
Liz Marquard   | Managing Editor, EDFA  | 440.289.7023 | Fax: 440.338.8542 | lzmarquard@aol.com
Annie Beck     | Production Manager  | 440.338.5151, ext. 5662 | Fax: 440.338.8542 | annie.beck@asminternational.org
HTPro, the quarterly publication for heat treat professionals

HTPro 2015 Editorial Calendar and Rate Card

ASM has been closely connected to the heat treating industry since its founding a century ago as the Steel Treaters Club. HTPro carries on that legacy by being the official voice of the Heat Treating Society (HTS), an affiliate of ASM International. This quarterly insert within AM&P is essential for heat treating professionals who want reliable, up-to-date heat treating and thermal processing technical information.

Over 30,000+ ASM and HTS members receive HTPro every quarter, and rely on it to find out new information on products and services, as well as heat treating-related industry trends.

Advertise in HTPro:
• As a featured insert within AM&P magazine, HTPro reaches the larger ASM audience of over 30,000 materials science professionals in fields like heat treating.
• Your message is viewed by Heat Treat Society members, some of the most knowledgeable and influential people in the heat treating industry.
• Published both in print and digitally, to reach the audience on a variety of platforms
• A smart, strategic way to align your product with a highly reputable and credible source

HTPro 2015 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Focus</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Thermal Processing in the Aerospace Industry</td>
<td>Heat treaters continue to streamline processes to meet exacting aerospace standards.</td>
</tr>
<tr>
<td></td>
<td>• Heat Treatment of Nonferrous Alloys, Superalloys, and High-Strength Steels</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Testing &amp; Control</td>
<td>Greater efficiencies in testing help increase product quality. Furnace manufacturers and heat treaters are continually improving equipment and process parameters to improve part quality and reduce operating costs. Controlling the heat treating process—from furnace loading/unloading to temperature uniformity to quenching and tempering—is key to optimum workload quality, as well as process and production efficiency.</td>
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<tr>
<td></td>
<td>• Mechanical Testing and Nondestructive Testing for Quality Control</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Process Control for Optimum Performance (Sensors, Flowmeters, Thermocouples)</td>
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</tr>
<tr>
<td>October</td>
<td>Thermal Processing in Automotive Applications</td>
<td>The auto industry is a hotbed area for development of new equipment and processes. Surface hardening includes a number of different processes used to improve the wear resistance of parts. Induction continues to offer a competitive alternative to traditional heat treating techniques.</td>
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<tr>
<td></td>
<td>• Carburizing</td>
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<td></td>
<td>• Nitriding</td>
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<tr>
<td></td>
<td>• Induction Hardening</td>
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<tr>
<td></td>
<td>• Emerging Technologies</td>
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</tr>
<tr>
<td>November</td>
<td>Atmosphere &amp; Vacuum Heat Treating</td>
<td>Furnace manufacturers and heat treaters are continually improving equipment and process parameters to improve part quality and operating costs. Today’s precise atmosphere control methods offer increased process reliability. Development of furnace and atmosphere control technologies lead to increased efficiency. Improvements in the reliability of the vacuum furnace heat treating processes have allowed its benefits to be realized in high-volume, critical component manufacturing operations.</td>
</tr>
<tr>
<td></td>
<td>• Atmosphere Control</td>
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<td>• Combustion control</td>
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<td>• Burners/Receivers</td>
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<td>• High Pressure Gas Quenching</td>
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<td></td>
<td>• Heating (Electric and Gas)</td>
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2015 HTPro Advertising Rates

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<td>$2,095</td>
<td>$1,710</td>
</tr>
</tbody>
</table>

For more information contact: Erik Klingerman | National Account Manager | 440.338.5151, ext.5574 | Fax: 440.338.8542 | erik.klingerman@asminternational.org
International Thermal Spray & Surface Engineering (iTSSe)

Get focused on Thermal Spray with this quarterly insert from ASM’s Thermal Spray Society (TSS)

The International Thermal Spray & Surface Engineering (iTSSe) is a quarterly supplement within AM&P, and focuses exclusively on thermal spray and other surface engineering technologies. Each of the four issues contains industry news, technical articles, products and equipment, company profiles and more. Focus your marketing and reach more than 1,000 ASM TSS Members and the entire AM&P audience.

Make iTSSe a part of your marketing and reach a targeted thermal spray audience.

**iTSSe 2015 Editorial Calendar**

Each iTSSe issue will contain industry news, products, and technical articles related to the major focus of the issue, as well as other applications as appropriate plus the regular content of international news highlights, thermal spray event information, TSS News, and other related items.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Focus</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Aerospace Industry &amp; Military Applications</td>
<td>The aerospace industry relies on coating technologies to improve materials properties and durability. Engineered surfaces are used for thermal protection, corrosion and wear resistant, thermal spray coatings as a defense mechanism against wear and corrosion, and to promote life extension of critical parts.</td>
</tr>
<tr>
<td>May</td>
<td>Energy &amp; Power Generation</td>
<td>Efficient and reliable power generation requires advanced materials, engineered surfaces, and coatings to achieve extended component service life and increased operating efficiency. Thermal spray coatings provide protection and enable superior performance of materials used in a wide range of applications in industrial gas turbines, solid oxide-fuel cells, solar power, fossil fuel power plants, and oil and gas exploration and production.</td>
</tr>
<tr>
<td>August</td>
<td>Automotive &amp; Industrial Applications</td>
<td>Thermal spray coatings are used in the auto industry to reduce hot corrosion and galling, and to increase wear resistance, heat management, and more. Corrosion issues affect a wide range of process industries including oil and gas, petrochemical, pulp and paper, and metals processing. Engineered surfaces provide a stable interface between the tool or component and its service environment. Thermal spray coatings are used to improve performance, reduce maintenance, and increase the service life of a wide range of process equipment.</td>
</tr>
<tr>
<td>November</td>
<td>Emerging Technologies</td>
<td>The market for high performance coatings and surfaces continues to grow in many diverse markets. Thermal spray coatings are used in many applications where parts such as sensors, electronics, biomaterials, and medical devices must deliver guaranteed performance in harsh environments.</td>
</tr>
</tbody>
</table>

**iTSSe 2015 Editorial Calendar and Rate Card**

Each iTSSe issue will contain industry news, products, and technical articles related to the major focus of the issue, as well as other applications as appropriate plus the regular content of international news highlights, thermal spray event information, ASM Thermal Spray Society News, and other related items.

**2015 International Thermal Spray & Surface Engineering Advertising Rates**

<table>
<thead>
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<th>Size/Unit-Color</th>
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**FOR MORE INFORMATION CONTACT:**

Kelly Thomas | Global Manager, Sales & Expositions | 440.338.1733 | Fax: 614.948.3090 | kelly.thomas@asminternational.org
ASM-Sponsored Webinars

Be seen as an industry thought leader and connect directly with leads through sponsored education.

When you sponsor a custom ASM webinar, not only are you providing value-added information for your existing customers and potentially boosting sales – you are also attracting new, qualified leads that help you expand your market.

Let ASM customize a webinar for you that delivers solution-driven content to industry professionals in an easy-to-use and cost effective format. ASM has been collecting and producing quality materials information resources for over 100 years – and we want to help you deliver that relevant content to your customers and prospects right where they live and work.

ASM webinars get qualified leads – guaranteed.

Powerful results

ASM webinars are a powerful lead generation tool that helps you reach buyers and up-and-coming decision makers: metallurgists, engineers, managers, technicians and more who use, purchase, and implement products and services.

We are confident that you will get quality leads when you sponsor an ASM webinar. Our custom marketing and promotional webinar planning will get you the targeted audience that you want in any materials science field.

Get the power of an ASM Webinar working for you. We’ll get you qualified leads – guaranteed!

“For more information contact:
Kelly Thomas | Global Manager, Sales & Expositions | 440.338.1733 | Fax: 614.948.3090 | kelly.thomas@asminternational.org

Erik Klingerman | National Account Manager | 440.338.5151, ext.5574 | Fax: 440.338.8542 | erik.klingerman@asminternational.org

“Thank you very much for the Web seminar on EBSD. It was quite informative and interesting. Many thanks also for providing the online recording program for the seminar. This will be quite useful for us. I appreciate Thermo Scientific and ASM International arranging such a scholarly presentation available right in our office at no cost. Looking forward to future seminars.”

Maryam E. Grami
Professor, Composite Materials Engineering
Winona State University

“ASM custom webinars have been a great source for us to generate high quality leads. We are a believer in the ASM audience/membership!”

Beth Barry
Marketing Manager
Struers, Inc.

“ASM provides quicker turn around and more detailed reports than other webinar providers.”

Becky Watt
Marketing Programs Manager
Mentor Graphics
The Electronic Device Failure Analysis Society Online Community

An online community where failure analysis professionals go for information.

The EDFAS Online Community

The totally redesigned EDFAS online community is a central location for failure analysis professionals to learn, grow, and connect virtually. Home to the hundreds of influential EDFAS members who work in the semiconductor electronic failure device fields, this site attracts thousands of visitors per month and includes the best news, events and technical articles that visitors have come to expect. Sponsor this site and reach this growing audience.

EDFAS SITE SPONSORSHIP

Promote your company or product on the EDFAS site with a logo placement – there’s no better way to promote identity than on top level pages of a targeted site. In addition, featured ads are a dynamic and highly visible way to place your message in front of your audience of pages they search for and visit most. Being a featured sponsor is an excellent choice for both branding and direct response campaigns.

Display your message to tens of thousands of materials professionals at the exact time they are seeking materials solutions. Affiliate society site sponsorships are extremely limited and highly exclusive – get yours today while you still can!

TOTAL SITE SPONSORSHIP PACKAGE

EDFAS Exclusive Total Site Sponsorship: $1,260 per month

“I network with fellow EDFAS members and access technical data online almost daily.”

-Jeremy Walraven

Sandia National Labs

Materials Specifications:

All materials must be submitted at least five business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.

Please submit ALL of the following:

Company/Product Name

Note: Submit the name exactly how you want it to appear for your sponsorship

Dimensions:

Website Ad: 225 x 187 pixels; max 1 MB
Format: GIF or JPEG or PNG
URL for redirect. Unless otherwise specified, ASM International will include a redirect URL to track clicks on your ad.

Send materials to:

annie.beck@asminternational.org

FOR MORE INFORMATION CONTACT:

Kelly Thomas | Global Manager, Sales & Expositions | 440.338.1733, ext. 5574 | Fax: 614.948.3090 | kelly.thomas@asminternational.org

edfas.asminternational.org
Sponsoring the Heat Treating Society Online Community is the best way to reach buyers of heat treating services and equipment. These professionals are metallurgists, technicians, engineers and managers and more that use, purchase and implement products. Our new and enhanced online products are the best way to expand your reach to this heat treating audience. Reach a targeted heat treat audience through HTS Online.

**Heat Treating Society Community**

**Total Site Sponsorship**

The online HTS Community is an interactive world of industry professionals, offers access to the global source for heat treating professionals, captive and commercial, to network and exchange information, ideas, and solutions.

**HTS Site Sponsorship**

Promote your company or product on the HTS site with a logo placement – there’s no better way to promote identity than on top level pages of a targeted site. In addition, featured ads are a dynamic and highly visible way to place your message in front of your audience of pages they search for and visit most. Being a featured sponsor is an excellent choice for both branding and direct response campaigns.

**TOTAL SITE SPONSORSHIP PACKAGE**

HTS Exclusive Total Site Sponsorship: $2,000 per month

Exclusive and prominent brand placement position on every site.

“One of, if not the largest issue facing today’s metalworking industries, is the need to communicate critical information to successfully produce a viable product. The Heat Treating Society of ASM International serves as a single, authoritative repository for such information, providing a valuable tool for all industries involved in metalworking.”

-Mr. Arvid Casler
Chief Metallurgist, FPM Heat Treating

Materials Specifications:

All materials must be submitted at least five business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.

Please submit ALL of the following:

Company/Product Name

Note: Submit the name exactly how you want it to appear for your sponsorship.

Dimensions:

Sponsor ad: 225 x 187 pixels, max 1 MB

Format: GIF or JPEG or PNG

URL for redirect. Unless otherwise specified, ASM International will include a redirect URL to track clicks on your ad.

Send materials to:

annie.beck@asminternational.org

hts.asminternational.org

FOR MORE INFORMATION CONTACT:

Erik Klingerman | National Account Manager | 440.338.5151, ext. 5574 | Fax: 440.338.8542 | erik.klingerman@asminternational.org
The Thermal Spray Society Online Community

Sponsoring the Thermal Spray Society (TSS) community site is the best way to reach buyers of thermal spray services and equipment. These professionals are engineers, managers, technicians and more that use, purchase and implement products. Our new and enhanced website is the best way to expand your reach to this heat treating audience.

Reach thermal spray decision makers through TSS Online.

The ASM online community for TSS is one of the leading sources for thermal spray information in the industry. When you advertise in this community, you reach a highly targeted thermal spray market.

TSS Community Site Traffic:

- over 21,400 page views monthly and growing
- approximately 11,500 unique visitors per month and growing

Promote your company or product on the TSS site with a logo placement – there’s no better way to promote identity than on top level pages of a targeted site. In addition, skyscrapers are a dynamic and highly visible way to place your message in front of your audience of pages they search for and visit most. Skyscrapers are an excellent choice for both branding and direct response campaigns, which is why they are included as an integral part of the Total Site Sponsorship Package.

Display your message to tens of thousands of materials professionals at the exact time they are seeking materials solutions. Affiliate society site sponsorships are extremely limited and highly exclusive – get yours today while you still can!

SPONSORSHIP PACKAGE

TSS Exclusive Total Site Sponsorship: $2,100 per month

Exclusive and prominent brand placement skyscraper position on every site.

“TSS’s valuable resources are something that I use almost every day.”

—Charles Kay

Vice President

ASB Industries, Inc.

Materials Specifications:

All materials must be submitted at least five business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.

Please submit ALL of the following:

Company/Product Name

Note: Submit the name exactly how you want it to appear for your sponsorship

Dimensions:

Website ad: 225 x 187 pixels, max 1 MB

Format: GIF or JPEG or PNG

URL for redirect. Unless otherwise specified, ASM International will include a redirect URL to track clicks on your ad.

Send materials to:

annie.beck@asminternational.org

“For more information contact:

Erik Klingerman | National Account Manager | 440.338.5151, ext.5574 | Fax: 440.338.8542 | erik.klingerman@asminternational.org
Target 38,000+ subscribers with AM&P eNews

38,000 subscribers and 1.9 million impressions per year means plenty of opportunities to reach your target audience.

AM&P eNews is the weekly eNewsletter that complements and supplements the Advanced Materials & Processes print magazine. With a growing circulation of over 38,000, AM&P eNews delivers timely industry news, technology updates and more. Advertise in AM&P to get the reach, frequency and views that you want with a target audience of materials professionals.

AM&P eNews
Frequency: Weekly
Circulation: 38,000+
Average Click Rate: 25%
Format: HTML and text

The AM&P eNews delivers the latest updates from the metals and materials industries. As an eNews sponsor, you can promote yourself in a large format position through text, a direct link to your website, and your company name – and of course we provide full tracking statistics.

- 86% of AM&P eNews readers use, purchase, recommend, and implement products and services in the materials science industry.
- 82% of all subscribers have directly purchased products or actively researched purchasing products as a direct result of reading the AM&P eNews.
- 34% of all subscribers are not ASM members — additional audience reach of 10,500 subscribers.
- 61% of all AM&P eNews readers receive the AM&P print magazine. 39% do not. Therefore, advertisers cannot reach all buyers through only the print magazine.

*Based on a media research/readership study by Z-Squared Media.

Here’s what you get:
Sponsorship Package: $2,000 per AM&P eNews
Only two sponsorships are available for each AM&P eNews – which means your message stands out. Your large format rectangle is featured prominently “above the scroll” on the eNews, and also includes a “sponsored by” byline that includes your company or product name.

Product Spotlight: $1,200 per AM&P eNews
Submit 75 words and one image for a Product Spotlight, which is a great way to highlight new products and company updates.

Reaching the right people is the first step in closing the deal.
ASM International delivers the best opportunities for suppliers of products and services to reach the 30,000+ ASM members and other decision makers in the materials science industry. ASM offers a full suite of advertising, promotional, and face-to-face opportunities for modern marketers. ASM products continue to meet the high standard for editorial quality and integrity that our readers and member have come to expect.

Whether it is online, in print or at the show, your company can benefit from association with the well-known and established ASM brand.

More information is available online at www.asminternational.org/access.
Target Potential Customers with EDFAS eNews

A monthly newsletter from the Electronic Device Failure Analysis Society (EDFAS)

EDFA eNews
Frequency: Monthly
Subscribers: Over 9,400
Average Click Rate: 13%
Format: HTML and text
EDFA eNews is the monthly newsletter from ASM International and EDFAS which covers the latest news from the failure analysis industry, developments in products and equipment, event information, and more. The audience of EDFA eNews consists of over 9,400 EDFAS members and other subscribers who want product information on failure analysis equipment and services.

SPONSORSHIP PACKAGES:
Exclusive sponsorship: $1,575 per month
Only one sponsorship is available in each EDFA eNews - which means your message stands out. Your large format rectangle is featured “above the scroll” for prominent exposure, and also includes a “sponsored by” byline with your company or product name.
Product Spotlight: $630 per month
Submit 75 words and one image for a Product Spotlight, which is a great way to highlight new products and company updates.

Reaching the right people is the first step in closing the deal.
ASM International delivers the best opportunities for suppliers of products and services to the reach the 30,000+ ASM members and other decision makers in the materials science industry. ASM offers a full suite of advertising, promotional, and face-to-face opportunities for modern marketers. ASM products continue to meet the high standard for editorial quality and integrity that our readers and member have come to expect.
Whether it is online, in print or at the show, your company can benefit from association with the well-known and established ASM brand.

More information is available online at www.asminternational.org/access.

Materials Specifications:
All materials must be submitted at least five business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.
Please submit ALL of the following:
Company/Product Name
Note: Submit the name exactly how you want it to appear for your sponsorship
Dimensions:
eNews Ad: 475 x 150 pixels; max 50K Format: GIF or JPEG
URL for redirect. Unless otherwise specified, ASM International will include a redirect URL to track clicks on your ad.
Send materials to: annie.beck@asminternational.org

FOR MORE INFORMATION CONTACT:
Kelly Thomas | Global Manager, Sales & Expositions | 440.338.1733 | Fax: 614.948.3090 | kelly.thomas@asminternational.org
Reach Your Customers with e-Elastic eNewsletter.

The quarterly newsletter from the International Organization on Shape Memory and Superelastic Technologies (SMST)

SMST e-Elastic

Frequency: Quarterly
Circulation: Over 9,600
Average Click Rate: 22%
Format: HTML and text

*e-Elastic is the only newsletter dedicated exclusively to shape memory and effect alloys – and it is where you will find over 9,600 professionals from that industry. Published by the International Organization on Shape Memory and Superelastic Technologies (SMST), an ASM affiliate society, this quarterly newsletter presents the latest news about memory materials, applications and the SMST society. The members of the SMST community also have exclusive access to members-only feature articles written by industry thought leaders.

The e-Elastic audience:
The growing list of e-Elastic readers are SMST members and subscribers to the newsletter who are involved in the research, manufacture and use of shape memory effect materials. They are actively working on Nitinol, medical devices, microelectromechanical systems (MEMS), actuators and more. Reach this captive shape memory audience four times a year by sponsoring e-Elastic newsletter – only one sponsorship in each newsletter is available!

SPONSORSHIP PACKAGE

Exclusive sponsorship: $795 per quarter

Only one sponsorship is available in each SMST e-newsletter – which means your message stands out. Your large format rectangle is featured prominently “above the scroll” on the eNews, and also includes a “sponsored by” byline that includes your company or product name.

Reaching the right people is the first step in closing the deal.

ASM International delivers the best opportunities for suppliers of products and services to the reach the 30,000+ ASM members and other decision makers in the materials science industry. ASM offers a full suite of advertising, promotional, and face-to-face opportunities for modern marketers. ASM products continue to meet the highest standard for editorial quality and integrity that our readers and members have come to expect.

Whether it is online, in print or at the show, your company can benefit from association with the well-known and established ASM brand.

More information is available online at www.asminternational.org/access.

Materials Specifications:
All materials must be submitted at least five business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.

Please submit ALL of the following:
Company/Product Name:
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URL for redirect. Unless otherwise specified, ASM International will include a redirect URL to track clicks on your ad.

Send materials to: annie.beck@asminternational.org

For more information contact:
Kelly Thomas | Global Manager, Sales & Expositions | 440.338.1733 | Fax: 614.948.3090 | kelly.thomas@asminternational.org
Feature your products and services in front of a large heat treat audience with HTPro eNews

Heat Treat eNews, the recently updated newsletter from the ASM Heat Treat Society (HTS), is the weekly touchpoint with a growing heat treat audience of over 17,000 subscribers. Heat Treat professionals from all around the world subscribe to HTPro for weekly updates on industry news, new products and services, and HTS society news. These professionals use, purchase, and implement heat treat products – and are potential leads for you.

HTPro eNews

Subscribers: Over 17,000
Frequency: Weekly
Average Click Rate: 24%
Format: HTML and Text

As an exclusive sponsor of HTPro, you can promote yourself in a large format position through text, a direct link to your website, and your company name – and of course we provide full tracking statistics.

HTPro Audience:

• 73% of HTPro eNews readers purchase and implement products and services in the heat treating industry.
• 75% of all readers have directly purchased products or actively researched purchasing products as a direct result of reading HTPro eNews.
• 74% of all HTPro eNews subscribers are ASM members. 26% are not – gain additional audience reach.*

*Based on a media research/readership study by Z-Squared Media

SPONSORSHIP PACKAGE:

Primary sponsorship: $1,300 per issue
Only one sponsorship is available for each HTPro eNews – which means your message stands out. Your large format rectangle is featured prominently “above the scroll” on the eNews, and also includes a “sponsored by” byline that includes your company or product name.

Reaching the right people is the first step in closing the deal.

ASM International delivers the best opportunities for suppliers of products and services to the reach the 30,000+ ASM members and other decision makers in the materials science industry. ASM offers a full suite of advertising, promotional, and face-to-face opportunities for modern marketers. ASM products continue to meet the high standard for editorial quality and integrity that our readers and member have come to expect.

Whether it is online, in print or at the show, your company can benefit from association with the well-known and established ASM brand.

More information is available online at www.asminternational.org/access.

Materials Specifications:

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Please submit ALL of the following:

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Format: GIF or JPEG
URL for redirect. Unless otherwise specified, ASM International will include a redirect URL to track clicks on your ad.

Send materials to:
annie.beck@asminternational.org

FOR MORE INFORMATION CONTACT:
Erik Klingerman | National Account Manager | 440.338.5151, ext.5574 | Fax: 440.338.8542 | erik.klingerman@asminternational.org
Expand your advertising reach with
SlipLines eNewsletter
The monthly newsletter from the International Metallographic Society (IMS)

SlipLines eNewsletter

Frequency: Monthly
Distribution: 9,400
Average Click Rate: 15%
Format: HTML and text

SlipLines eNews is a monthly newsletter that provides metallography information and news to over 9,400 IMS members and customers who are involved in the art and science of metallography and materials characterization. Each issue covers topics of interest to metallographers such as articles on microscopy; technical notes on new techniques, etchants and unusual microstructures; product and equipment-related news; IMS activities and events and much more.

The SlipLines Audience
The growing list of SlipLines readers are IMS members and subscribers to the newsletter who are involved in metallography. Reach this metallographic audience four times a year by sponsoring SlipLines eNewsletter – only one sponsorship in each newsletter is available!

Exclusive Sponsorship: $1,000
Only one sponsorship is available in each SlipLines eNews, – which means your message stands out. Your large format rectangle is featured prominently “above the scroll” on the eNews, and also includes a “sponsored by” byline that includes your company or product name.

Product Spotlight: $630 per month
Submit 75 words and one image for a Product Spotlight, which is a great way to highlight new products and company updates.

Reaching the right people is the first step in closing the deal.
ASM International delivers the best opportunities for suppliers of products and services to the reach the 30,000+ ASM members and other decision makers in the materials science industry. ASM offers a full suite of advertising, promotional, and face-to-face opportunities for modern marketers. ASM products continue to meet the high standard for editorial quality and integrity that our readers and member have come to expect.

Whether it is online, in print or at the show, your company can benefit from association with the well-known and established ASM brand.

More information is available online at www.asminternational.org/access.

Materials Specifications:
All materials must be submitted at least five business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.

Please submit ALL of the following:
Company/Product Name:
Note: Submit the name exactly how you want it to appear for your sponsorship

Dimensions:
eNews Ad: 475 x 150 pixels; max 50K Format: GIF or JPEG
URL for redirect. Unless otherwise specified, ASM International will include a redirect URL to track clicks on your ad.
Send materials to: annie.beck@asminternational.org

FOR MORE INFORMATION CONTACT:
Kelly Thomas | Global Manager, Sales & Expositions | 440.338.1733 | Fax: 614.948.3090 | kelly.thomas@asminternational.org

Erik Klingerman | National Account Manager | 440.338.5151, ext.5574 | Fax: 440.338.8542 | erik.klingerman@asminternational.org
Reach 2,200+ thermal sprayers monthly with TSS eNews

TSS eNews is the monthly eNewsletter from the ASM Thermal Spray Society (TSS). With a growing circulation of over 2,200 subscribers, TSS eNews delivers timely industry news, technology updates and more. Advertise in TSS to get the reach, frequency and views that you want with a target audience of thermal spray professionals.

**TSS eNewsletter**

Frequency: Monthly  
Subscribers: Over 2,000  
Average Click Rate: 20%  
Format: HTML and text

**SPONSORSHIP PACKAGES**

Exclusive Sponsorship: $1,500 per month  
Only one sponsorship is available in each TSS eNews – which means your message stands out. Your large format rectangle is featured prominently “above the scroll” on the eNews, and also includes a “sponsored by” byline that includes your company or product name.

Product Spotlight: $840  
Submit 75 words and one image for a Product Spotlight, which is a great way to highlight new products and company updates to a large audience.

**Reaching the right people is the first step in closing the deal.**

ASM International delivers the best opportunities for suppliers of products and services to the reach the 30,000+ ASM members and other decision makers in the materials science industry. ASM offers a full suite of advertising, promotional, and face-to-face opportunities for modern marketers. ASM products continue to meet the high standard for editorial quality and integrity that our readers and member have come to expect.

Whether it is online, in print or at the show, your company can benefit from association with the well-known and established ASM brand.

More information is available online at [www.asminternational.org/access](http://www.asminternational.org/access).

**Materials Specifications:**

All materials must be submitted at least five business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.

**Please submit ALL of the following:**

Company/Product Name:  
Note: Submit the name exactly how you want it to appear for your sponsorship

**Dimensions:**

eNews Ad: 475 x 150 pixels; max 50K  
Format: GIF or JPEG  
URL for redirect. Unless otherwise specified, ASM International will include a redirect URL to track clicks on your ad.

Send materials to:  
[annie.beck@asminternational.org](mailto:annie.beck@asminternational.org)

**FOR MORE INFORMATION CONTACT:**

Kelly Thomas | Global Manager, Sales & Expositions | 440.338.1733 | Fax: 614.948.3090 | kelly.thomas@asminternational.org
Harness the Power of ASM’s Email List to Reach Your Ideal Audience

Sending your customized email to ASM’s highly targeted distinguished audience will help increase your reach and provide your sales team with leads who are the most interested in your offering. This is because ASM is a well-respected society that engineers, metallurgists, scientists, and engineering managers trust to provide them with the latest advancements in the field of materials science. Don’t miss your opportunity to connect with these decision makers and industry influencers.

GENERATE LEADS
Receive the email addresses of contacts who opened or clicked through as well as open and click-through statistics.

TARGET THE RIGHT AUDIENCE
Reach key prospects specifically selected by their title and based on the relevance of your product or message.

TURNKEY SOLUTION
The low price of $5,000 and the ability to reach up to 14,000 – out of 300,000+ – ASM members and nonmembers with each message provides an easy, affordable way to gain maximum exposure.

ASM’S TARGETED EMAIL BLASTS ARE AVAILABLE FOR $5,000 — SIGN UP TODAY.
Contact Erik Klingerman, National Sales Manager, ASM International at 440.338.5151 ext. 5574.
www.asminternational.org
Improve ROI with new ASM website advertising opportunity

Targeted keyword program displays your company’s message.

Every day, ASM website viewers search for information using keywords that relate to your product or industry. Maximize your advertising dollar with ASM’s NEW keyword-driven display advertising program by purchasing targeted keywords. Each keyword is an opportunity to advertise your product or service on a month-by-month basis.

How does it work?

When a user searches with a keyword on www.asminternational.org, your ad will be shown on the selected page(s) that the user clicks, throughout the term of your sponsorship.

The display ad is a standard size skyscraper ad (160 x 600). This targeted approach directly reaches customers interested in your services, so you get a better return on your advertising dollar.

Display ad

The display ad is a standard size skyscraper ad (160 x 600).

FOR MORE INFORMATION OR TO DISCUSS AN ADVERTISING PROGRAM, CONTACT:

Erik Klingerman, National Account Manager
440.338.5151, ext 5574
erik.klingerman@asminternational.org
Available Keywords

Each keyword is listed on the ASM website thousands of times, so you have many opportunities to display your message.

- Additive Manufacturing (2,905)
- Adhesive Bonding (1,317)
- Aerospace and Defense (1,669)
- Aluminum (3,871)
- Automobiles and Ground Transportation (1,843)
- Batteries and Energy Storage (6,792)
- Binary Systems (9,581)
- Biomaterials (2,516)
- Boilers, Pressure Vessels, and Heat Exchangers (5,414)
- Brazing (4,776)
- Buildings and Infrastructure (1,835)
- Carbon and Alloy Steels (2,314)
- Casting (2,099)
- Ceramics (2,775)
- Ceramic-Matrix Composites (3,415)
- Coating (2,714)
- Composite Materials (4,738)*
- Composites Processing (999)
- Computational Materials Engineering (12,885)
- Consumer Products (2,246)
- Copper (3,299)
- Corrosion (6,443)
- Crystal Structures (129)
- Elastomers (4,076)
- Electrical Properties (3,850)
- Electronics (6,831)
- Electronic Materials (3,709)
- Environmental Impacts (6,240)
- Extraction and Primary Processing (8,084)
- Extrusion (2,499)
- Failure Analysis (2,307)
- Fatigue (3,085)
- Forging (1,246)
- Forming (2,154)
- Fossil Fuel Power (3,855)
- Fracture (2,823)
- Friction and Wear (2,240)
- Glasses (814)
- Heat Treating (2,439)
- Industrial Design (1,174)
- Industries and Applications (23,045)*
- Machining and Finishing (2,494)
- Magnesium (6,563)
- Marine Applications (1,532)
- Material Selection (2,030)
- Materials Characterization (464)
- Materials Processing and Treatment (21,627)*
- Materials Properties and Performance (20,019)*
- Materials Testing and Evaluation (19,253)*
- Mechanical Fastening (1,226)
- Mechanical Properties (5,236)
- Mechanical Testing (2,133)
- Medical Devices (3,834)
- Metal Products and Machinery (1,652)
- Metallic Glasses (71)
- Metal-Matrix Composites (96)
- Metals and Alloys (22,460)*
- Metallurgy and Microstructures (8,075)
- Microelectronic Failure Analysis (570)
- Mining and Metals Processing (4,310)
- Nanotechnology (14,035)
- Natural Materials (2,280)
- Nondestructive Testing (2,847)
- Nonmetallic Engineering Materials (12,254)*
- Nuclear Power (4,166)
- Petroleum and Chemical Processing (1,929)
- Phase Diagrams and Crystallography (10,410)*
- Physical Properties (6,933)
- Pipelines (2,635)
- Plastics Processing (764)
- Polymer-Matrix Composites (1,654)
- Polymers and Plastics (1,937)
- Powder Metallurgy (2,940)
- Precious Metals (6,480)
- Recycling (1,509)
- Refractory Metals (4,177)
- Renewable Energy (6,031)
- Shape Memory Alloys (1,665)
- Soldering (6,044)
- Stainless Steels (3,971)
- Superalloys, Nickel, and Cobalt (6,671)
- Surface Engineering (3,748)
- Ternary Systems (9,836)
- Thermal Properties (3,910)
- Thermal Spray Technology (5,756)
- Titanium (6,081)
- Tool Steels (2,467)
- Tools and Dies (3,110)
- Welding (3,551)

* Notes a premium category exclusive opportunity
You’re the Only Sponsor Our Readers Will See

The AM&P digital edition presents you with the opportunity to be an issue’s single sponsor. Connect to our readers in two ways—a full-page ad adjacent to the front cover and a 700 x 100 banner ad featured prominently at the top of the digital edition notification email. Don’t miss the opportunity to boost brand awareness as an AM&P digital edition sponsor for only $5,000.

Reach Key Decision Makers
AM&P is read by engineers, scientists, and metallurgists who are influencers in the materials science field.

Hit Your Target Audience
AM&P digital edition reaches the same 38,000 readers as the print edition plus an additional 6,000 online-only subscribers. It also boasts a 30% open rate and a 27% click-through rate.

Get Clear ROI
As an added benefit, digital sponsorship provides you with analytics. See your actual open and click-through rates and know exactly how well your digital ad and email banner ad perform.

ONLY 4 OPPORTUNITIES REMAIN IN 2013 – JUNE, AUGUST, OCTOBER, AND NOV/DEC. SIGN UP TODAY!
Contact Erik Klingerman, National Sales Manager, ASM International at 440.338.5151 ext. 5574.
www.asminternational.org
The perfect way to reach the heat treating community

Advertise on the ASM Heat Treat mobile app

With an expected draw of more than 10,000 downloads, this portable reference includes:

- More than 330 steel alloys
- Chemical composition
- Similar U.S. and foreign alloys
- Characteristics
- Recommended heat treating procedures

It’s available anytime and can be used as a companion to the ASM Heat Treater’s Guide and online database offerings or as a standalone.

Don’t miss your opportunity to be at the forefront of a lucrative, new marketing technology.

Mobile advertising spending is on the rise.

“In 2013, mobile ad revenues surged 105% to bring in nearly $18 billion in sales, according to the research firm eMarketer. 2014 will see more modest growth, up 75% to $31.5 billion. Crucially, mobile ads are finally breaking through into meaningful shares of overall digital spend, and will account for nearly one-quarter of it this year.”

–TechCrunch

Ad Specs:
A 50 pt.(h) x 320 pt.(w) ad costs $2,000/month.
Your ad will be prominently displayed on the ASM Heat Treat mobile app’s homepage.

CONTACT US TODAY
To secure your spot now, contact Erik Klingerman, National Account Manager, at 440.338.5151 or erik.klingerman@asminternational.org

CHECK OUT THE APP!
Download on iTunes and at the Android store today.
Engage with your customers on the NEW ASM Aluminum Quick Reference mobile app!

Reach more prospects with a banner ad on the app’s home page!

Placing an ad on the new ASM Aluminum Quick Reference Mobile App is a great way to connect with a captive audience of emerging and established materials professionals (aerospace, automotive, etc.) in the U.S. and globally – your buyers!

Developed for industries who are using or ramping up their use of aluminum alloys, the mobile app provides users with quick and easy access to general information and basic properties data on aluminum. The data includes an estimated 200 common wrought aluminum and aluminum alloy temper combinations, along with typical mechanical physical properties and chemical composition.

Home page ads are designed to provide your customers with a comfortable user experience. Don’t miss this opportunity to utilize this lucrative marketing technology!

“Worldwide mobile ad revenues reached US $16.65 billion in 2013, according to estimates by eMarketer. That’s almost double the previous year’s total of 8.80 billion.” – MobiThinking.com

AD SPECS:
A 50 pt. (h) x 320 pt. (w) ad costs $2,500/month. Your ad will be prominently displayed on the ASM Aluminum Quick Reference mobile app’s home page.

CHECK OUT THE APP!
Download on iTunes and at the Android store today.