SMST NEWSWIRE

The bi-annual publication for shape memory alloy professionals.

Introducing the new SMST supplement to Advanced Materials & Processes magazine! The SMST NewsWire is essential for shape memory professionals who want reliable, up-to-date information and will cover shape memory and superelastic technologies for biomedical, actuator applications, and emerging markets, along with SMST news and initiatives. The inaugural issue appeared in the October 2019 AM&P magazine. In 2020 and beyond, the supplement will be included in every April and October issue of the magazine.

THE INAUGURAL ISSUE IN AM&P OCTOBER 2019 INCLUDED:

- Editorial by SMST President Othmane Benafan
- Feature Articles:
  - Composite Wire for Guidewire Type Applications by Fort Wayne Metals
  - Advancement of Alloys for Bearings & Gears by NASA Glenn Research Center
- SMST Society News including biographies of new Board members
- Journal Highlights from Shape Memory and Superelasticity

SMST NEWSWIRE 2020 EDITORIAL CALENDAR

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<th>ISSUE</th>
<th>FOCUS</th>
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| APRIL | Featuring:  
  - SMST Entrepreneurial Workshop Preview  
  - Trends in Shape Memory Research  
  - SMST Society News | SMST Show Issue
  Bonus Distribution (included in event registration bags):  
  SMST Entrepreneurial Workshop: May 4-5 – Palm Springs, CA | MARCH 6 |
| OCTOBER | Featuring:  
  - SMST 2021 Event Information  
  - Advancements in Shape Memory Technologies  
  - SMST Society News | SMST 2021 Preshow Issue | SEPT. 4 |
|       | SMST NewsWire Content  
  Shape memory and superelastic technologies for biomedical, actuator applications, and emerging markets | | |

SMST NEWSWIRE ADVERTISING RATES

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For pricing, contact: advertise@asminternational.org

For ad specifications, please refer to AM&P Print Specifications in the ASM Media Kit.
e-ELASTIC eNEWSLETTER

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

e-Elastic is the only newsletter dedicated exclusively to shape memory and effect alloys – and it is where you will find over 1,000 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.

SPONSORSHIP PACKAGES

PRIMARY SPONSORSHIP: $795 PER e-ELASTIC eNEWS

Only ONE primary sponsorship is available for each e-Elastic 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.

AD REQUIREMENTS: Submit one image (TIFF or JPEG - dimensions: 640 x 200 px) and provide a URL for clickthroughs.

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AD REQUIREMENTS: Submit 75 words; one image (TIFF or JPEG); and provide a URL for clickthroughs.

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AD REQUIREMENTS: Submit a video title and 75 words; one image (TIFF or JPEG - we will design this image to be 640 x 200 px); and provide a video URL for clickthroughs.

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 20,000+ 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 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 asminternational.org/access.

TO ADVERTISE IN SMST NEWSWIRE OR e-ELASTIC, CONTACT:
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SMST SPONSORSHIP OPPORTUNITIES

SMST ONLINE COMMUNITY

Sponsoring the Shape Memory and Superelastic Online Community is the best way to reach an audience that focuses on the engineering aspects and applications of shape memory alloys and technologies. Our new and enhanced online products are the best way to expand your reach to this targeted audience.

FEATURED SPONSOR AD

TOTAL SITE SPONSORSHIP PACKAGE: $1,500 PER MONTH

Promote your company or product on the SMST 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 visit most. Being a featured sponsor is an excellent choice for both branding and direct response campaigns.

AD REQUIREMENTS: Submit one image (TIFF or JPEG - dimensions: 225 x 187 px) and provide a URL for clickthroughs.

MONTHLY STATS

AVERAGE MONTHLY USERS: 7,000+
AVERAGE MONTHLY PAGEVIEWS: 14,500+

The online SMST Community is an interactive world of industry professionals, offers access to the global source for shape memory and superelastic professionals, captive and commercial, to network and exchange information, ideas, and solutions.

CORPORATE SPONSORSHIP BENEFITS

ALL SPONSORSHIP LEVELS

- Recognition at the SMST Annual business meeting
- Recognition quarterly in the e-Elastic eNewsletter
- Listing on the SMST web home page with link to company’s web page
- Recognition within Social Media postings (Facebook, Twitter, LinkedIn & Instagram)

PATRONS ONLY

- A corporate spotlight feature in one issue of e-Elastic eNews and logo recognition on everything above

BENEFACTORS ONLY

- Use of targeted email to SMST Membership, a corporate spotlight feature in one issue of e-Elastic eNews, Banner Ad on website and logo recognition on everything above

SMST PATRON
$1,250 DONATION

SMST ASSOCIATE
$750 DONATION

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