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 ¼" x 10 ¾"
- Keep important illustrations and type at least ¾" from trim edge and ¾" from binding edge.
- 133 line screen
- All insertion order, ad material, reprint, and any other production question, contact Annie Beck.

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 (Page and PostScript files).
- Graphics/Images: TIFF, JPEG or EPS format (CMYK), high-resolution (300 dpi).
- Media: Files can be accepted on the following media: CD-ROM, e-mail (annie.beck@asminternational.org) and ftp postings.

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

Dimensions (in inches)

<table>
<thead>
<tr>
<th>Creative Shapes</th>
<th>Non-Bleed</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Description</td>
<td>Width</td>
<td>Depth</td>
<td>Width</td>
</tr>
<tr>
<td>Banner</td>
<td>Rectangular ad along bottom of page</td>
<td>7</td>
<td>2</td>
<td>16 ½</td>
</tr>
<tr>
<td>½ Island Spread*</td>
<td>Two ½ – page island ads across gutter</td>
<td>9 ¾</td>
<td>7 ½</td>
<td>15 ½</td>
</tr>
<tr>
<td>½ Horizontal Spread*</td>
<td>Two ½ – page horizontal ads across gutter</td>
<td>2 ½</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>High Rise</td>
<td>Two ½ – page vertical ads on outsides of spread</td>
<td>2 ½</td>
<td>2 (max)</td>
<td></td>
</tr>
<tr>
<td>4 corners</td>
<td>4 ads, one on each corner of a spread</td>
<td>2 ½</td>
<td>2 (max)</td>
<td></td>
</tr>
<tr>
<td>Stepping Stones</td>
<td>3 small ads on consecutive pages; optional full page “payoff” ad on last page</td>
<td>2 ½</td>
<td>2 (max)</td>
<td></td>
</tr>
</tbody>
</table>

*Leave ¼ inch dead space in center of ad to allow for gutter.

1/10th Page Ads Mechanical Specifications
- Please provide approximately 50 words of typewritten copy about your company, featured product, service or website, along with a company logo, brochure or photograph. High-resolution digital files are preferred; see Electronic Specifications for details. Layout is included in the advertising rate.

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.

Agency Discounts
- 15% agency commission. Net 30 days.

Combined Frequency Discounts
- Combined frequency discounts are available between Advanced Materials & Processes, International Thermal Spray & Surface Engineering, and HTPro.

Special Position
- Specified or guaranteed positions, other than covers, space cost +10%.

Insert/Outsert Specifications
- For mechanical specifications related to supplied inserts, contact the Production Manager.
- Multi-page supplied inserts count as one insertion.

General Rate Policy
- Rates are 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.

Classified Advertising
- New/Used Equipment, Employment, and General
  - $160 per column inch – b/w
  - Frequency discounts:
    - 3x – $150
    - 6x – $140
    - 9x – $130
- Ad Specifications
  - Column width – 2 ¾”
  - Business card size – 3 ¾” 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 does not count toward general advertising frequency and is not agency commissionable (billed gross).

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:
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