ADVERTISE WITH ASM INTERNATIONAL

ASM MEMBERSHIP & DEMOGRAPHIC
ASM WEBSITE ADVERTISING OPPORTUNITIES
SPONSORED WEBINARS & TARGETED EMAILS

AM&P PRINT ADVERTISING
AM&P PRINT RATES & DIGITAL EDITION SPONSORSHIPS
AM&P PRINT PUBLICATION SPECIFICATIONS
AM&P ADVERTORIALS
AM&P EDITORIAL CALENDAR
AM&P ENEWSLETTER

ASM INTERNATIONAL & AFFILIATE SOCIETY EVENTS

ADVERTISE@ASMINTERNATIONAL.ORG  |  ASMINTERNATIONAL.ORG
ASM INTERNATIONAL IS THE WORLD’S LARGEST ASSOCIATION OF MATERIALS-CENTRIC ENGINEERS AND SCIENTISTS.

ASM International is a Society of professionals who have come together to accomplish great works for the common good which cannot be achieved independently. The maximum value ASM can bring to its members and society can be achieved by working at the intersection of Design, Structural Engineering, Manufacturing, Quality, and Materials. The shared values of transparency, integrity, technical excellence, diversity, and constancy of purpose are the great enablers. Our Society’s future is bright. ASM can, and will be, better than ever.

WHAT OUR MEMBERS DO

32% RESEARCH & DEVELOPMENT
23% MANUFACTURING / PROCESS ENGINEERING
17% MATERIALS TESTING
11% QA / QC
11% SELECTION OF MATERIALS
5% TRAINING
1% PURCHASING

WHO OUR MEMBERS ARE

50% ENGINEER / SCIENTIST
16% MANAGER / SUPERVISOR OF A DIVISION OR GROUP
10% CEO / PRESIDENT / GENERAL MANAGEMENT
8% PROFESSOR / INSTRUCTOR
5% PROGRAM / PROJECT MANAGER
5% TECHNICIAN / OPERATOR
3% STUDENT
3% OTHER

TO LEARN MORE ABOUT ASM, VISIT: asminternational.org
ASM WEBSITE ADVERTISING OPPORTUNITIES

ASM HOMEPAGE BANNER ADVERTISING

ASM International’s homepage hosts over 40,000 monthly visitors. Drive brand awareness, generate leads, and promote your products and services to an audience of materials science focused individuals through a prime spot in our banner advertisement rotation!

Your company’s advertisement will be the first thing ASM website visitors are exposed to when viewing the homepage. Drive traffic to your website and increase your SEO by taking advantage of this premier advertising location today!

When submitting your advertisement, please provide the following:
- Image 978 x 235 px
- Submit file as a JPEG or PNG
- Provide company URL for redirect

ASM DIGITAL LIBRARY & HANDBOOKS ONLINE™

EVERY TIME AN ASM MEMBER OR SUBSCRIBER VISITS THE HANDBOOKS ONLINE HOMEPAGE, THEY WILL SEE YOUR AD.

The ASM Digital Library provides convenient access to the world’s largest collection of information and data of engineering materials.

ASM Handbooks Online™ is a comprehensive guide to the structure, properties, processing, performance, and evaluation of metals and nonmetallic engineering materials. Written and reviewed by experts, the volumes in the series provide trusted and in-depth articles, illustrations, graphs, tables, and practical examples on key topics related to the engineering applications of materials.

CONTACT US FOR PRICING ON THIS OPPORTUNITY!

When submitting your advertisement, please provide the following:
- Image 300 x 250 px
- Submit file as a JPEG or PNG
- Provide company URL for redirect

TO ADVERTISE WITH ASM, CONTACT:
advertise@asminternational.org

KEYWORD DISPLAY ADVERTISING

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 asminternational.org, your ad will be shown on the selected page(s) that the user clicks, throughout the term of your sponsorship.

This targeted approach directly reaches customers interested in your services, so you get a better return on your advertising dollar.

When submitting your advertisement, please provide the following:
- Image 160 x 600 px
- Submit file as a JPEG or PNG
- Provide company URL for redirect

For the list of available keywords, view the next page or click here.
AVAILABLE KEYWORDS

• Additive Manufacturing
• Adhesive Bonding
• Aerospace and Defense
• Aluminum
• Automobiles and Ground Transportation
• Batteries and Energy Storage
• Binary Systems
• Biomaterials
• Boilers, Pressure Vessels, and Heat Exchangers
• Brazing
• Buildings and Infrastructure
• Carbon and Alloy Steels
• Cast Irons
• Casting
• Ceramics
• Ceramic-Matrix Composites
• Coating
• Composite Materials
• Composites Processing
• Computational Materials Engineering
• Consumer Products
• Copper
• Corrosion
• Crystal Structures
• Elastomers
• Electrical Properties
• Electronics
• Electronic Materials
• Environmental Impacts
• Extraction and Primary Processing
• Extrusion
• Failure Analysis
• Fatigue
• Forging
• Forming
• Fossil Fuel Power
• Fracture
• Friction and Wear
• Glasses
• Heat Treating
• Industrial Design
• Industries and Applications
• Machining and Finishing
• Magnesium
• Marine Applications
• Material Selection
• Materials Characterization
• Materials Processing and Treatment
• Materials Properties and Performance
• Materials Testing and Evaluation
• Mechanical Fastening
• Mechanical Properties
• Mechanical Testing
• Medical Devices
• Metal Products and Machinery
• Metallic Glasses
• Metal-Matrix Composites
• Metals and Alloys
• Metallography and Microstructures
• Microelectronic Failure Analysis
• Mining and Metals Processing
• Nanotechnology
• Natural Materials
• Nondestructive Testing
• Nonmetallic Engineering Materials
• Nuclear Power
• Petroleum and Chemical Processing
• Phase Diagrams and Crystallography
• Physical Properties
• Pipelines
• Plastics Processing
• Polymer-Matrix Composites
• Polymers and Plastics
• Powder Metallurgy
• Precious Metals
• Recycling
• Refractory Metals
• Renewable Energy
• Shape Memory Alloys
• Soldering
• Stainless Steels
• Superalloys, Nickel, and Cobalt
• Surface Engineering
• Ternary Systems
• Thermal Properties
• Thermal Spray Technology
• Titanium
• Tool Steels
• Tools and Dies
• Welding

EACH KEYWORD IS LISTED ON THE ASM WEBSITE THOUSANDS OF TIMES, SO YOU HAVE MANY OPPORTUNITIES TO DISPLAY YOUR MESSAGE.
**SPONSORED WEBINARS**

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 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.**

**ASM TURNKEY WEBINAR SERIES**

The ASM Turnkey Webinar Series is a sponsored webinar where we provide a list of topics to select from, the speaker, and all of the marketing and promotions. You are only responsible for selecting the topic that best fits your needs and paying based on the number of registrants we deliver. Following the webinar, you will receive detailed metrics on the registered attendees that can help grow your business!

Topics include, but are not limited to:

- How to Organize and Run a Failure Investigation
- Failure Analysis Series—FA Procedures, Corrosion, Wear, Elevated Temp, Fatigue, Brittle and Ductile Failures
- Microstructure Series—Aluminum, Steels, Titanium, Superalloys, Copper, etc.

Daniel Dennies Ph.D. will be the speaker for the ASM Turnkey Webinar Series. He is a long time ASM member and fellow and has over 30 years experience as a metallurgist and years of teaching and speaking practice. Dr. Dennies is the perfect person to get you the targeted audience you want—the metallurgists, engineers, managers, and more—guaranteed.

**TARGETED EMAILS**

**REACH YOUR IDEAL AUDIENCE THROUGH ASM’S EMAIL LIST.**

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. 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.

**PRICING IS BASED ON TARGETED SIZE.**

**EMAIL GUIDELINES:**
- HTML that is no more than 640 pixels wide.
- Subject line.
- Preheader if possible. A preheader is a secondary subject line and will appear in smart phone menus as well as new versions of Outlook.

**EMAIL TIPS:**
- Avoid using java script or linking to external style sheets, or style sheets that are part of a web site.
- Use inline styles instead of external styles.
- HTML emails render differently in different email clients. Keep the HTML simple.
- Avoid using images with big file sizes.
- We recommend avoiding animated gifs. Many email clients do not render animations.
ADVANCED MATERIALS & PROCESSES (AM&P)

The industry leading technical magazine for materials professionals.

Advanced Materials & Processes® (AM&P) is the flagship technical magazine from ASM International, the world’s largest society for materials scientists and engineers. AM&P is packed with materials engineering content for a highly engaged readership of ASM members. The 20K+ ASM members (who are AM&P readers) are materials scientists, engineers, managers, and technicians across every field of materials science who make decisions and recommend products.

PRIMARY JOB FUNCTION OF AM&P READERS

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metallurgist</td>
<td>25%</td>
</tr>
<tr>
<td>Engineer</td>
<td>16%</td>
</tr>
<tr>
<td>Technician</td>
<td>3%</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>10%</td>
</tr>
<tr>
<td>Quality Control</td>
<td>5%</td>
</tr>
<tr>
<td>Corporate &amp; General Manager</td>
<td>12%</td>
</tr>
<tr>
<td>Education</td>
<td>11%</td>
</tr>
<tr>
<td>Consultant</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
</tbody>
</table>

READERS INVOLVED IN THE RECOMMENDATION, APPROVAL, OR PURCHASE OF ANY OF THE FOLLOWING PRODUCTS OR SERVICES:

- Metals........................................................................................................ 63%
- Testing Inspection.................................................................................. 42%
- Specialty Metals / Superalloys............................................................... 34%
- Surface Treating / Coating................................................................. 28%
- Thermal Treatment............................................................................... 27%
- Powder Metals / Materials................................................................. 27%
- Processes for Parts / Components, Forming, Shaping, Molding............ 25%
- Plastics.................................................................................................... 17%
- Ceramics................................................................................................. 15%
- Electronic Materials............................................................................. 12%
- Instrumentation & Control Systems.................................................. 10%

71% are involved in one or more of the above.

62% of AM&P readers indicated they took an action (visited a website, bought products, etc.) based on the advertisements in AM&P.
AM&P PRINT RATES & DIGITAL EDITION SPONSORSHIPS

PRINT RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>AD RATE</th>
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<tbody>
<tr>
<td>2 PAGE SPREAD</td>
<td>$6,500</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$5,000</td>
</tr>
<tr>
<td>FULL PAGE ADVERTORIAL</td>
<td>$5,300</td>
</tr>
<tr>
<td>HALF PAGE (VERTICAL OR HORIZONTAL )</td>
<td>$4,000</td>
</tr>
<tr>
<td>HALF PAGE ISLAND</td>
<td>$4,500</td>
</tr>
<tr>
<td>1/3 PAGE VERTICAL</td>
<td>$3,000</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$2,300</td>
</tr>
<tr>
<td>CLASSIFIED</td>
<td>$1,000</td>
</tr>
<tr>
<td>1/10 PAGE</td>
<td>$950</td>
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COVER OPTIONS

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>GATEFOLD COVER</td>
<td>$8,000</td>
</tr>
<tr>
<td>BACK COVER</td>
<td>$5,600</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$5,400</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>$5,200</td>
</tr>
</tbody>
</table>

Specified or guaranteed positions, other than covers, space cost +10%. Agency discounts: 15% agency commission. Net 30 days.
All issues are on ASM’s website as a digital edition. See below for additional digital edition advertising. Additional discounts will apply to advertisers running in multiple issues.

2021 ADVERTISERS INCLUDE:

Allied High Tech Products Inc.
Applied Test Systems Inc.
Buehler Ltd., An ITW Company
Centorr Vacuum Industries Inc.
ECM, USA
Ed Fagan Inc.
Epsilon Technology Corp.
Gasbarre Products Inc.
Indium Corp.
Instron
Ipsen Inc.
LECO Corp.
Luminous Device Technologies Inc.
Mager Scientific Inc.
Master Bond Inc.
Metallizing Equipment Co. Pvt. Ltd.
Norman Noble Inc.
NSL Analytical Services Inc.
Saint Gobain Coating Solutions
Sallotech
Surface Combustion Inc.
Thermo-Calc Software Inc.
Thermo Fisher Scientific
Tinius Olsen
Westmoreland Mechanical Testing & Research Inc.
ZwickRoell

PACKAGE PRICING

An integrated combination of ASM products can help you reach the greatest number of prospects for the lowest cost. 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.

DIGITAL EDITION SPONSORSHIPS

The AM&P digital edition presents you with the opportunity to be an issue’s primary sponsor. Connect to our readers in two ways - a full-page ad adjacent to the front cover and a 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.

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.
MECHANICAL REQUIREMENTS (WEB-OFFSET)
- Publication Trim Size: 8 1/8” x 10 7/8”
- Keep important illustrations and type at least 3/8” from trim edge and 5/8” from binding edge.
- 133 line screen / 300 dpi

ELECTRONIC SPECIFICATIONS
Advertisements should be submitted electronically via the following:
- Formats: High-resolution PDFs or InDesign files
- Graphics / Images: TIFF, JPEG or EPS format (CMYK), high-resolution (300 dpi).

BINDING AND PAPER STOCK
- Perfect bound
- Stock is white, coated enamel

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.

INSERT / OUTSERT SPECIFICATIONS
- For mechanical specifications related to supplied inserts, contact the Production Manager: kelly.sukol@asminternational.org.
- Multi-page supplied inserts count as one insertion.

CLASSIFIED ADVERTISING
ASM has several ways to advertise your classified ads.

AM&P Magazine
- Advertise your open position, used equipment or general information within AM&P Magazine. Please contact us for specs and pricing.

ASM CareerHub
- Post your job or internship listing using the ASM CareerHub. This is an online, self-service model that allows you to select your package directly online. Visit the CareerHub at careercenter.asminternational.org/employer-offers.

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.
DEVELOPING HIGH TEMPERATURE MATERIALS

Testing at temperatures up to 2000°C is essential for designing materials that can handle the heat.

Metals and ceramic high-temperature materials represent a fundamental area of research within the energy and transportation industries. The overall efficiency of power plants and aircraft turbines depends on the performance of these materials. Testing these materials is of critical importance to ensure their performance, and one of the leading manufacturers of testing systems for high temperature materials is ZwickRoell.

For energy conversion systems with single-cycle operation (e.g., steam and gas turbine power plants) and internal combustion engines (e.g., gas and diesel engines) combined power plants), higher thermal efficiencies and thereby lower CO₂ emissions can only be achieved by increasing process temperatures and pressures. This also applies to aircraft turbines.

Traditional metallic and ceramic materials—such as those used in compressors, turbines, combustion chambers, and brakes—must be further developed and improved. Metallic materials are increasingly subjected to corrosive loading at elevated temperatures due to the atmosphere in which they operate. Therefore, it is vital that the materials are protected. One approach is to form a passivation layer through the material itself. In the high-temperature range, oxides from chromium (Cr₂O₃, up to approximately 1800°C) and silicon (SiO₂, up to approximately 1600°C) are best suited for use as protective coatings.

Optimized materials development requires a thorough understanding of the correlation between chemical composition, microstructure, mechanical properties, and long-term stability. To ensure the economical use of costly high-performance materials, material characteristics under practical loading must be determined, e.g., bending loading, fracture mechanical behavior, creep, fatigue, and thermo-mechanical fatigue. Models for durability forecasting under complex loading also must be calculated.

Thermomechanical Testing

High temperature tests (e.g., tensile and flexure tests) are used to determine the thermal-elastic behavior, heat resistance, and recrystallization temperature of materials. It is common practice to install the high temperature unit (up to 2000°C) directly in the materials testing machine. This arrangement allows tensile tests to be performed at both room temperature to ISO 6892-1 or ASTM E8, and at elevated temperatures to ISO 6892-2 or ASTM E21. During room temperature testing, components such as the high temperature furnace and extensometer are simply swiveled out of the test area.

Testing systems from ZwickRoell feature optimal coordination of furnaces including temperature controllers, correct specimen grips for tensile and flexure tests, and the appropriate extensometer. With the videoXtens (up to 1200°C) video extensometer and the laserXtens (up to 1800°C) based on the laser speckle principle, ZwickRoell offers two noncontact measuring solutions ideally suited to high-temperature tensile testing. These systems offer distinct advantages, particularly when used with sensitive specimens at high temperatures in air or vacuum environments. The combination of furnace volume, temperature tolerances and field times specified in the standard, and heating and cooling times determine the testing duration.

TO ADVERTISE IN AM&P, CONTACT: advertise@asminternational.org

AM&P ADVERTORIALS

DO YOU HAVE A STORY TO TELL?

Our audience of highly engaged materials professionals is listening. Advertorials give marketers the opportunity to tell their story in a longer format than a traditional advertisement. ASM’s flagship technical magazine, Advanced Materials & Processes, makes sharing your story both easy and extremely effective.

Discretely labeled as “sponsored content,” your company can highlight its capabilities and points of difference, share a customer success story, or provide a detailed application example. All we need is 500 words, your logo, and a couple of images and captions. Our editorial and design team will create the layout and then return it to you for review and approval.

Advertorial materials are due one week before ad close date.

CONTACT US DIRECTLY FOR A PRICE QUOTE

ADVERTORIALS ARE AN IDEAL WAY TO SHOWCASE:

• Interesting case studies
• Customer success stories
• Uniqueness of your products or services
• Historical profile of your company
• New capabilities and services
• Future plans and direction of your organization
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>FOCUS</th>
<th>ADDED VALUE</th>
<th>AD CLOSE</th>
</tr>
</thead>
</table>
| JANUARY/FEBRUARY | Emerging Analysis Methods  
• Machine Learning Applications  
• Data Analytics and Microscopy  
• Novel NDT Methods  
• AeroMat Program Highlights | New Year Advertising Specials                      | JAN. 3   |
| MARCH          | Aerospace Materials and Testing  
• Materials Innovations for Aerospace Applications  
• Next-Generation Aerospace Testing  
• Emerging Topics in Testing  
• AeroMat Show Preview | Show Issue for AeroMat  
Special Supplement: HTPro  
Bonus Distribution  
(included in registration bags):  
AeroMat  
Co-located with SAE’s AeroTech  
March 15-17 – Pasadena, CA | FEB. 7   |
| APRIL          | Materials Testing/Characterization  
• Jacquett-Lucas Award Winner  
• Archaeometallurgy of Ancient Iron Alloys  
• Ceramics and Testing  
• ITSC Show Preview  
• SMST Show Preview | Show Issue for ITSC and SMST  
Special supplements:  
SMST NewsWire  
Bonus Distribution  
(included in registration bags):  
ITSC  
May 4-6 – Vienna, Austria  
SMST 2022  
May 16-20 – San Diego, CA | MARCH 7 |
| MAY/JUNE       | Modern Materials for Energy / Automotive / Power Generation  
• Sustainable Materials for Energy  
• Trends in Automotive Materials  
• Power Generation and Renewable Energy Plants  
• IMAT Program Highlights | Advertising and Webinar Specials                   | APRIL 20 |
| JULY/AUGUST    | Metal Additive Manufacturing  
• Powders for Metal AM  
• Characterization of AM Components  
• 3D-Printed Hyperloop Pod  
• Direct Metal 3D Printing of Jewelry  
• IMAT Show Preview | IMAT Show Issue  
Signet Ad Study  
Special Supplements: HTPro  
Intl. Thermal Spray & Surface Engineering  
Bonus Distribution  
(included in event registration bags):  
IMAT 2022  
September 13-16  
North American Cold Spray Conference and NEM-TS 2022  
September 13-14  
New Orleans, LA | JUNE 20  |
| SEPTEMBER     | Nondestructive Testing & Failure Analysis  
• Advanced NDE Methods  
• Corrosion Prevention and Analysis  
• Analyzing Electronics Failures  
• ISTFA Show Preview | Bonus Distribution  
(included in event registration bags): ISTFA  
November 13-17 – Pasadena, CA | AUG. 8 |
| OCTOBER       | Additive Manufacturing  
• Parts Qualification  
• Processing Considerations for Polymer AM  
• Safety and Standards  
• Ceramics and AM | Signet Ad Study  
Special Supplement: SMST NewsWire | SEPT. 7  |
| NOVEMBER/DECEMBER | Materials Testing & Characterization  
• Emerging Test Methods  
• Nanoscale Characterization  
• Trends in Testing Equipment  
• Archaeometallurgy Showcase | Special supplement: HTPro | OCT. 17  |
AM&P eNEWSLETTER

The bi-weekly supplement to AM&P print magazine.

With a growing circulation of over 22,000, AM&P eNews delivers timely industry news, technology updates, fun videos and facts, and much more to materials professionals from around the globe. Advertise in AM&P to get the reach, frequency and views that you want with a target audience of materials professionals.

SPONSORSHIP PACKAGES

PRIMARY SPONSORSHIP: $1,800 PER AM&P eNEWS

Only ONE primary sponsorship is 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.

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

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.

AD REQUIREMENTS: Submit 750 words (including a title); one image (TIFF or JPEG); and provide a URL for clickthroughs.

VIDEO SPONSORSHIP: $1,800 PER AM&P eNEWS

Capture the attention of your buyers through video with the ASM International Sponsored Video Showcase. The video sponsorships are the number one clicked item within each newsletter.

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 AM&P, CONTACT:
advertise@asminternational.org

29%
AVERAGE CLICK-TO-OPEN RATE
FORMAT: HTML & TEXT

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 we provide full tracking statistics.

66%
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 11,500 subscribers.

61%
of all AM&P eNews readers receive the AM&P print magazine. Therefore, advertisers can’t reach all buyers through only the print magazine.*

29%
AVERAGE CLICK-TO-OPEN RATE
FORMAT: HTML & TEXT

*Based on a media research/readerhip study by Z-Squared Media.
ASM INTERNATIONAL & AFFILIATE SOCIETY EVENTS

Staying current is key to staying relevant, so ASM Conferences and Expositions cover the latest trends and developments in industries like heat treating, thermal spray, shape memory alloys, aerospace materials and more.

**AEROMAT**  **MARCH 15 – 17, 2022 | PASADENA, CA | CO-LOCATED WITH: AEROTECH**
AeroMat focuses on innovative aerospace materials, fabrication and manufacturing methods that improve performance, durability and sustainability of aerospace structures and engines with reduced life-cycle costs. Co-located with AeroTech.

**ITSC**  **MAY 4 – 6, 2022 | VIENNA, AUSTRIA**
ITSC is the world’s foremost international conference and exhibition for thermal spray technologists, researchers, manufacturers and suppliers. This conference rotates between North America, Europe, and the Pacific Rim and is organized by the ASM Thermal Spray Society, the German Welding Society (DVS), and iiw.

**SMST**  **MAY 16 – 20, 2022 | SAN DIEGO, CA**
SMST is the leading worldwide conference and exposition for shape memory and superelastic technologies and is highly focused on the manufacturing and application of shape memory materials. The event is part of ASM’s Shape Memory and Superelastic Technologies Society.

**IMAT**  **SEPTEMBER 12 – 15, 2022 | NEW ORLEANS, LA**
IMAT is ASM’s annual event, is the only targeted event on advanced materials, applications and technologies in key growth markets that will have a focus on economic trends and business forecasts. The event will include a diverse group of materials experts, including the ASM Programming Committees, AeroMat Committee, and all six of ASM’s Affiliate Societies, who are heavily involved in building the technical symposiums, which will have a strong focus on real-world technologies that can be put to use today. Co-located with NEM-TS and Cold Spray.

**NEM-TS**  **SEPTEMBER 13 – 14, 2022 | NEW ORLEANS, LA**
Thermal spray processes have a unique ability to affordably produce thick film coatings out of a wide range of materials (metals, ceramics, and polymers). This technology also produces coatings with unique properties that can lead to enhanced performance in existing applications and discovery in new applications. With the wide range of materials, unique microstructures, and inexpensive capital investment; this technology is an excellent candidate for development in new and emerging markets. This symposium explores the unconventional application of this technology in areas such as: solid oxide fuel cells, semiconductors, electrical insulation, heating elements, functional coatings/sensors, hydrophobic coatings, PVD and CVD targets, and other industries exploring the use of thermal spray for new applications.

**NORTH AMERICAN COLD SPRAY CONFERENCE**  **SEPTEMBER 13 – 14, 2022 | NEW ORLEANS, LA**
Organized by the ASM Thermal Spray Society, this conference will include invited presentations from prominent industry speakers from industry, government, and academia. Attendees will gain technical insight on new technology, exciting applications, and cutting-edge cold spray research. Co-located with IMAT and Heat Treat.

**ISTFA**  **NOVEMBER 13 – 17, 2022 | PASADENA, CA**
ISTFA is the only North American event devoted to the semiconductor, electronic sample preparation, and imaging markets. ISTFA offers the best venue for failure analysts and the FA community for sharing challenges and acquiring the technical knowledge and resources needed to take them on. The event is part of ASM’s Electronic Device Failure Analysis Society.

**ASM GLOBAL MATERIALS SUMMIT**  **DECEMBER 6 – 8, 2022 | THE RITZ CARLTON, NAPLES, FL**
The ASM Global Materials Summit is a unique opportunity to connect with visionaries in the materials community in an interactive environment about the future of the materials world. This exclusive FASM and senior level event will provide a platform for our distinguished leaders to have meaningful discussions and develop tangible solutions to the biggest challenges facing the materials community.

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