FAS eNEWSLETTER

The quarterly newsletter from the Failure Analysis Society (FAS).

FAS eNews is the quarterly touchpoint with a growing failure analysis audience of over 2,000 subscribers. Failure analysis professionals from around the world subscribe to FAS eNews for regular updates on industry news, new products and services, and FAS society news. These professionals use, purchase, and implement failure analysis tools—and are potential leads for you.

SPONSORSHIP PACKAGES

PRIMARY SPONSORSHIP: $700 PER FAS eNEWS

Only ONE primary sponsorship is available for each FAS 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.

FA SERVICES & PRODUCTS SPOTLIGHT: $550 PER FAS eNEWS

Submit 75 words and one image for a FA Services and Products Spotlight, which is a great way to highlight FA services, new products, and company updates.

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

VIDEO SPONSORSHIP: $700 PER FAS eNEWS

Capture the attention of your buyers through video with the ASM International / FAS 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) and provide a video URL for clickthroughs.

24%

AVERAGE CLICK-TO-OPEN RATE

FORMAT: HTML & TEXT

As an exclusive sponsor of FAS, 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.

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 a 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 FAS eNEWS, CONTACT:

advertise@asminternational.org
FAILURE ANALYSIS SOCIETY SPONSORSHIP OPPORTUNITIES

AN ONLINE COMMUNITY FOR FAILURE ANALYSTS WORLDWIDE

Sponsoring the Failure Analysis Online Community is the best way to reach buyers of failure analysis services and equipment. These professionals play an important part in advancing the role failure analysis plays in the materials science industry.

FEATURED SPONSOR AD

TOTAL SITE SPONSORSHIP PACKAGE: $1,500 PER MONTH

Promote your company or product on the FAS website 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 on 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 FAS community, an interactive world of industry professionals, offers access to the global source for failure analysis professionals to network and exchange information, ideas, and solutions.

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.

TO BECOME A FAS SPONSOR, CONTACT: advertise@asminternational.org