HTPro MAGAZINE

The must-have publication for heat treat professionals.

ASM International has a long history of heat treating expertise, starting with our founding in 1913 as the Steel Treaters Club. HTPro continues that legacy by serving as the official voice of the Heat Treating Society (HTS), an affiliate of ASM International. This publication, featured three times per year within AM&P, is essential for heat treating professionals who want reliable, up-to-date heat treating and thermal processing technical information.

HTPro 2024 EDITORIAL CALENDAR

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<th>ISSUE</th>
<th>FOCUS</th>
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<tr>
<td>MARCH</td>
<td>Testing &amp; Control</td>
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<td></td>
<td>• Mechanical Testing and Nondestructive Testing for Quality Control</td>
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<td>• Process Control for Optimum Performance (Sensors, Flowmeters, Thermocouples)</td>
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<td>AeroMat Show Preview</td>
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<td>Heat Treat Mexico Show Preview</td>
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<td>Show Issue: AeroMat, Heat Treat Mexico</td>
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<td>Special Edition: HTPro</td>
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<td>Bonus Distribution: (included in event registration bags)</td>
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<td>AeroMat Collocated with SAE’s AeroTech</td>
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<td>March 12-14, Charlotte, NC</td>
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<td>Heat Treat Mexico</td>
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<td>April 9-11, Queretaro, Mexico</td>
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<td>MAY/JUNE</td>
<td>Thermal Processing in On / Off Highway Applications</td>
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<td>MAY 3</td>
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<td>• Additively Manufactured Automotive Components &amp; Heat Treating</td>
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<td>• Carburizing</td>
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<td>• Induction Hardening</td>
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<td>Show Issues: IMAT &amp; IFHTSE</td>
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<td>AUG. 16</td>
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<td>Special Supplement: HTPro</td>
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<td>IMAT Conference</td>
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<td>Sept. 30-Oct. 3, Cleveland, OH</td>
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<td>IFHTSE World Congress</td>
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<td>Oct. 1-3, Cleveland, OH</td>
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ADVERTISE IN HTPro

As a featured supplement to AM&P magazine, HTPro reaches the larger audience of over 20,000 ASM and HTS members in fields like heat treating.

Your message is viewed by Heat Treating Society members, some of the most knowledgeable and influential people in the heat treating industry.

HTPro reaches our audience in print and digital formats.

A smart, strategic way to align your product with a highly reputable and credible source of heat treating information and industry news.

HTPro ADVERTISING RATES

<table>
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<tr>
<th>SIZE</th>
<th>FULL PAGE ADVERTORIAL</th>
<th>$3,200</th>
<th>FULL PAGE</th>
<th>$3,000</th>
<th>1/2 PAGE</th>
<th>$2,500</th>
<th>1/4 PAGE</th>
<th>$2,000</th>
<th>1/10 PAGE</th>
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Additional discounts will apply to advertisers running in all three issues. For pricing, contact: advertise@asminternational.org

TO ADVERTISE IN HTPro, CONTACT: advertise@asminternational.org
MECHANICAL REQUIREMENTS (WEB-OFFSET)
- Publication Trim Size: 8 ⅛" x 10 ⅞"
- 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 Digital Media Coordinator: mark.levis@asminternational.org.
- Multi-page supplied inserts count as one insertion.

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. The Heat Treating Society's flagship technical magazine, HTPro, makes sharing your story both easy and extremely effective. Discreetly 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. advertise@asminternational.org.

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

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

HTPro Supplement in 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.
HTPro eNEWSLETTER

The monthly newsletter from the Heat Treating Society (HTS).

HTPro eNews is the monthly touchpoint with a growing heat treat audience of over 7,500 subscribers. Heat treating professionals from all around the world subscribe to HTPro for regular 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.

SPONSORSHIP PACKAGES

PRIMARY SPONSORSHIP: $1,300 PER HTPro eNEWS

Only ONE primary 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.

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

PRODUCT SPOTLIGHT: $750 PER HTPro 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 75 words; one image (TIFF or JPEG); and provide a URL for clickthroughs.

VIDEO SPONSORSHIP: $1,300 PER HTPro eNEWS

Capture the attention of your buyers through video with the ASM International / HTS 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.

TILE ADVERTISEMENT: $450 PER HTPro eNEWS / OR $6,000 FOR EVERY ISSUE IN 2024 (14 ISSUES)

Increase your brand awareness with a tile ad. Submit a 300 x 185 px image and a URL for clickthroughs.

AD REQUIREMENTS: Submit one image (TIFF or JPEG - dimensions: 300 x 185 px) and provide a URL for clickthroughs.

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 we provide full tracking statistics.

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.

TO ADVERTISE IN HTPro, CONTACT: advertise@asminternational.org
HEAT TREATING SOCIETY SPONSORSHIP OPPORTUNITIES

AN ONLINE COMMUNITY FOR HEAT TREATERS WORLDWIDE

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, managers, and others who use, purchase and implement heat treating goods and services. Our new and enhanced online products are the best way to expand your message to this heat treating audience. Reach a targeted heat treat audience through HTS Online.

FEATURED SPONSOR AD

TOTAL SITE SPONSORSHIP PACKAGE: $2,000 PER MONTH

Promote your company or product on the HTS 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 HTS community, 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.

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 AN HTS SPONSOR, CONTACT:
advertise@asminternational.org
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 12 – 14, 2024  |  CHARLOTTE, NC**
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.

**HEAT TREAT MEXICO  APRIL 9 – 11, 2024  |  QUERETARO, MEXICO**
Heat Treat Mexico is powered by the strength of the ASM Heat Treating Society, ASM Mexico Chapter, and the organizers of Heat Treat North America. This conference and expo will showcase heat treating resources, programming and technology for the emerging markets in Mexico.

**ITSC  APRIL 29 – MAY 1, 2024  |  MILAN, ITALY**
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 6 – 10, 2024  |  CASCAIS, PORTUGAL**
The International Conference on Shape Memory and Superelastic Technologies (SMST) is the leading worldwide conference and exposition for the shape memory and superelastic technologies and is highly focused on the manufacturing and application of shape memory materials.

**NORTH AMERICAN COLD SPRAY CONFERENCE  SEPTEMBER 10 – 11, 2024  |  BOUCHERVILLE, CANADA**
The North American Cold Spray Conference is a biennial gathering hosted by the ASM Thermal Spray Society. This event serves as a dynamic platform for professionals from diverse backgrounds, including industry, government, and academia, to come together and gain invaluable insights into the rapidly evolving field of cold spray technology. Renowned experts from around the world converge to share their expertise, unveiling the latest advancements, innovative applications, and groundbreaking research.

**IMAT  SEPTEMBER 30 – OCTOBER 3, 2024  |  CLEVELAND, OH  |  CO-LOCATED WITH IFHTSE WORLD CONGRESS**
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 IFHTSE World Congress.

**IFHTSE WORLD CONGRESS  OCTOBER 1 – 3, 2024  |  CLEVELAND, OH  |  CO-LOCATED WITH IMAT**
The IFHTSE World Congress is a global conference focused on heat treatment and surface engineering, bringing together experts and professionals from around the world to exchange knowledge and insights in these fields. The 2024 congress revolves around the theme “Innovations in Heat Treatment and Surface Engineering for a Sustainable Future.” Emphasizing the critical role of these technologies in shaping a sustainable world, the event will explore the latest developments, breakthroughs, and practices that can enhance the efficiency, performance, and environmental impact of heat treatment and surface engineering processes. In addition, traditional heat treating topics will be offered.

**10TH INTERNATIONAL CONFERENCE ON ADVANCES IN MATERIALS, MANUFACTURING & REPAIR FOR POWER PLANTS  OCTOBER 15 – 18, 2024  |  BONITA SPRINGS, FL**
The Electric Power Research Institute (EPRI) is pleased to continue its partnership with ASM for its 10th Advances in Materials Conference building on EPRI’s initial event in 1987 and rotating between the UK, Europe, North America, and the Pacific. The 2024 Conference will cover the latest advancements in materials, manufacturing, and repair for conventional thermal power generation.

**ISTFA  OCTOBER 28 – NOVEMBER 1, 2024  |  SAN DIEGO, 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.