IMS SLIPLINES eNEWSLETTER

The monthly newsletter from the International Metallographic Society (IMS).

SlipLines eNews is a monthly newsletter that provides metallography information and news to over 3,800 IMS members and customers who are involved in the art and science of metallography and materials characterization. Each issue covers topics of interest to metallographers such as articles on microscopy; technical notes on new techniques, etchants and unusual microstructures; product and equipment related news; IMS activities and events; and much more.

SPONSORSHIP PACKAGES

PRIMARY SPONSORSHIP: $650 PER SLIPLINES eNEWS

Only ONE primary sponsorship is available for each SlipLines 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: $500 PER SLIPLINES 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: $650 PER SLIPLINES eNEWS

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

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TILE ADVERTISEMENT: $400 PER SLIPLINES eNEWS / OR $4,000 FOR EVERY ISSUE IN 2024 (12 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.

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.

More information is available online at asminternational.org/access.

TO ADVERTISE IN SLIPLINES, CONTACT:
advertise@asminternational.org
IMS SPONSORSHIP OPPORTUNITIES

IMS ONLINE COMMUNITY

Sponsoring the IMS Online Community is a great way to reach an audience that includes professionals involved with materials and their fabrication, their performance and behavior, their analysis and evaluation, and/or the equipment needed to conduct these studies. These professionals are metallurgists, technicians, engineers and managers and more that use, purchase and implement products. Our new and enhanced online products are the best way to expand your reach to the IMS online audience.

FEATURED SPONSOR AD

TOTAL SITE SPONSORSHIP PACKAGE: $1,500 PER MONTH

Promote your company or product on the IMS 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 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: 978 x 235 px) and provide a URL for clickthroughs.

MONTHLY STATS

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

The online IMS community, an interactive world of industry professionals, offers access to the global source for metallography and microstructural 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 IMS 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.

For event advertising opportunities, contact:  
advertise@asminternational.org